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ADVERTISING • PUBLICITY • EXPLOITATION CAMPAIGN



John Barrymore

20TH CENTURY

with
CAROLE LOMBARD

From the notable New York stage success by
Ben Hecht—Charles MacArthur—Charles B. Millholland
A HOWARD HAWKS PRODUCTION

A COLUMBIA PICTURE



Story in Brief

ABOARD the Twentieth Century, leaving Chicago, are Oscar Jaffe, theatrical impresario, his press agent O'Malley and his business manager, Webb. Jaffe has had a disastrous season in Chicago and is financially impoverished. At the moment, the bankers are threatening to attach his sole remaining asset, a New York theatre. Among the other passengers on the train is Clark, a harmless lunatic who believes he is a millionaire, and who betrays his mental condition by pasting stickers with religious messages on hats, windows, walls and baggage.

Meets Star On Train

Jaffe is highly excited. He knows that Lily Garland, an actress he has raised from total obscurity to great fame as the most renowned actress in the world, and who for six years was his mistress, is on the train. They have quarrelled violently some time before and relations, business and otherwise, have been severed. Jaffe believes that if he can affix her signature to a contract, his future as a producer is assured.

On the train with Lily is her latest love, George Smith, her young manager. Jaffe sends his two aides to Lily to try to persuade her to sign a contract with him. They prey on her sympathies by telling her that unless she agrees, Jaffe is ruined, but her jealous manager puts an end to the deal. He suspects that Lily was more than a star in Jaffe's life.

Plans Passion Play

The producer knows he must do something desperate. If only he had a play of great magnitude, Lily's vanity would compel her to sign. Two bearded gentlemen introduce themselves. They are actors from a European Passion Play. That gives Jaffe an idea. He will tell Lily he is going to produce the Passion Play in New York, with her as the Magdalene. She is enthralled but sneers at the idea because she knows he is broke. She will sign with Max Jacobs, a rival producer.

Then Webb meets Clark, the lunatic, who offers to put up \$200,000 for the production of the religious play. With this evidence of his financial position, Jaffe almost succeeds in getting Lily's signature—when Clark is exposed and the check proved worthless.

Wins Prized Contract

Jacobs gets on the train. He

has a play and Lily is infatuated with the part. She is about to sign when she is interrupted by the sound of a shot. Clark has slightly wounded Jaffe. Pretending that he is dying, Jaffe tells Lily he wants her signature on a contract to take with him to his grave. He preys on her emotions and she acquiesces. At the Grand Central Station in New York, Jaffe has a remarkable recovery. He has Lily's signature and financial backing is virtually assured.

THUMBNAIL SYNOPSIS

Oscar Jaffe, theatrical genius, and Lily Garland, his famous protegee, part after six years of blissful relationship. Both meet on the Twentieth Century en route to New York—Miss Garland returning from a triumphant career in Hollywood. Jaffe broke after a disastrous season in Chicago. The producer tries desperately to sign the star to a contract in an effort to recoup some of his former losses. But she will have nothing of him. Also on board the train is Clark, a religious fanatic. His presence gives Jaffe an idea. He will produce the Passion Play in New York with Miss Garland as the Magdalene. Clarke promises to finance the venture. Lily's vanity has been touched and she is ready to capitulate when Clarke is exposed as a harmless nut without a penny to his name. After Miss Garland leaves in a huff, Clarke wounds Jaffe slightly with a badly aimed pistol shot. The impresario turns dramatic and plays mortally wounded. He tells Lily he is ready to die—but before he goes he would like to have her signature on the contract to take with him on his journey to the Great Beyond. Sympathetic, Lily signs the contract. When the train arrives in New York, however, Jaffe stages a remarkable recovery—and the future looks rosy for the first time in years.

OFFICIAL BILLING

Columbia Pictures

(25%)

presents

JOHN BARRYMORE

(100%)

in

"20th CENTURY"

(100%)

with

CAROLE LOMBARD

(50%)

Walter Connolly Roscoe Karns

(15%)

A HOWARD HAWKS PRODUCTION

(25%)

From the notable New York stage success by

Ben Hecht — Chas. MacArthur
Chas. B. Millholland

(15%)

A COLUMBIA PICTURE

(25%)

THE CAST

Oscar Jaffe	JOHN BARRYMORE
Lily Garland	Carole Lombard
Webb	Walter Connolly
O'Malley	Roscoe Karns
Jacobs	Charles Levison
Clark	Etienne Girardot
Sadie	Dale Fuller
George Smith	Ralph Forbes
Anita	Billie Seward
Lockwood	Clifford Thompson
Conductor	James P. Burtis
Schultz	GiGi Parrish
McGonigle	Edgar Kennedy
Sheriff	Ed Gargan
Porter	Snowflake
First Beard	Herman Bing
Second Beard	Lee Kohlmer
Flannigan	Pat Flaherty
Anita	Billie Seward

THE TECHNICAL STAFF

From stage play by	Charles MacArthur, Ben Hecht and Charles Millholland
Screen Play by	Charles MacArthur and Ben Hecht
Director	Howard Hawks
Asst. Director	C. C. Coleman
Cameraman	Joseph August, A.S.C.
Sound Engineer	Edward Berns
Film Editor	Gene Havlick

Who's Who

JOHN BARRYMORE

John Barrymore, the eccentric producer, "Oscar Jaffe," was born in Philadelphia, Pa., February 15, 1882, son of Maurice Barrymore and Georgiana Drew. After mother's death was reared by grandmother, Louise Lane Drew, famous actress. Attended art school in Europe and started career as an artist. Remained faithful to family tradition and went on stage, scoring first in a series of light comedies, followed by Galsworthy's "Justice," "Richard III," and "Hamlet." Made several silent pictures, among them "Sea Beast" and "Dr. Jekyll and Mr. Hyde." His first talking picture was "General Crack," followed by "Grand Hotel," "Rasputin," "Reunion in Vienna," "Counsellor-at-Law" and "20th Century."



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CAROLE LOMBARD

Carole Lombard, the temperamental "Lily Garland," was born in Fort Wayne, Indiana, but has lived in Los Angeles since her seventh birthday. After three years at Los Angeles high school, she studied dramatic art for three years, appearing in a number of amateur plays, and in one or two professional performances at Los Angeles theatres. She entered pictures with Edmund Lowe in "Marriage in Transit." Then she was employed at the Sennett Studios, appearing in a number of short laughmakers. After she had appeared in "Me, Gangster," followed by a number of pictures, she was firmly established as a leading lady. Among these are included "Ladies' Man," "I Hate This Woman," "Up Pops the Devil," "Virtue" and "No More Orchids."



Cut or mat TC-32

WALTER CONNOLLY

Walter Connolly, the conscientious "Webb," was born in Cincinnati, Ohio, where his father was an official with Western Union Company. He attended St. Xavier College and completed his education at the University of Dublin, Ireland. His earliest ambition was to become a racehorse jockey. When he became too heavy for this profession, his yearnings turned toward the stage. He made his stage debut in Norfolk, Va., in 1909, and a year later was on Broadway. He came to motion pictures in 1931, playing in "The Bitter Tea of General Yen." His most recent successes are "Lady For A Day," "A Man's Castle," "Paddy, the Next Best Thing," "It Happened One Night" and "20th Century."



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ROSCOE KARNs

Roscoe Karns, the wise-cracking "O'Malley," is a native of California, born in San Diego, September 7, 1894. He attended the Harvard Military Academy, in Los Angeles, and the famous University of Southern California. His early ambition was to own and operate a summer resort, but he changed his mind in favor of the stage while in his early teens. He joined a stock company and toured the Pacific Coast. He joined a stock company and toured the Pacific Coast. He wrote and appeared in vaudeville sketches, and has been featured and starred in hundreds of plays. He has never appeared on Broadway. He made his first picture in 1920, and his first talking picture in 1928.



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RALPH FORBES

Ralph Forbes, the bull-necked "George Smith," was born in London, England, on September 30, 1896, of non-professional parents. Attended London grammar schools and Touchstone College, Stratfordshire, England. Made his stage debut in New York in 1919 in "Three Wise Fools" with Claude Gillingwater, following in star roles in "The Flame," "The Green Hat" and "Stronger Than Love." Tried films in native city of London, but later came to Hollywood where opportunities were greater. Among his outstanding portrayals he numbers "Beau Geste," "Mr. Wu," "Trail of '98," "The Enemy" and "20th Century."



Cut or mat TC-35

ETIENNE GIRARDOT

Etienne Girardot, the maniacal, sticker-pasting, religious fanatic, "Clarke," was recruited from the New York stage version of "20th Century" to portray the same character in the screen transcription. He is a descendant of one of England's finest painters, his father making what is still considered the best portrait of Lord Tennyson in existence. He has been a stage favorite for years, reaching his zenith in "20th Century." He has also appeared in several motion picture productions, among them "Kennel Murder Case" with William Powell, "Advice to the Lovelorn" with Lee Tracy and "Blood Money" with George Bancroft.



Cut or mat TC-36