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The WARE CASE

**CLIVE
BROOK**

JANE BAXTER

BARRY K. BARNES

Story by George Pleydell Bancroft

Produced by MICHAEL BALCON

Directed by ROBERT STEVENSON

A CAPAD Prod'n • A GB Presentation

A 20th Century-Fox Release



EXHIBITOR'S CAMPAIGN BOOK

"THE WARE CASE" IS A PICTURE POSSESSING THOSE INGREDIENTS WHICH APPEAL TO EVERY TYPE OF PATRON . . . COMPELLING DRAMA, EXCITING ROMANCE AND GRIPPING INTEREST



Clive Brook, Jane Baxter and Barry K. Barnes in the Capad production "The Ware Case," opening at the . . . Theatre next . . . as a 20th Century-Fox release. Others in the cast of the picture are C. V. France, Francis L. Sullivan and Frank Cellier.
MAT 3PA—45c

"THE WARE CASE" LENDS ITSELF TO ELABORATE, EFFECTIVE EXPLOITATION. IT IS THE KIND OF ATTRACTION THAT WILL REPAY YOUR EFFORTS IN BIG STYLE.

Your selling angles are numerous. Exploit it in your very best showmanship manner, putting plenty of "Oomph" in your campaign.

"THE WARE CASE" STARS CLIVE BROOK, ONE OF THE SCREEN'S MOST POPULAR PERSONALITIES. IT HAS A FEATURED CAST OF STERLING PLAYERS.

It was directed by Robert Stevenson, whose "Nine Days a Queen" and "To the Victor" achieved outstanding success. He is considered one of the finest creators of distinguished photoplays.

READ OVER THIS PRESS-BOOK. THEN PLAN A COMPLETE ADVERTISING, PUBLICITY AND EXPLOITATION CAMPAIGN, AND DON'T PULL YOUR PUNCHES IN PUTTING IT OVER. YOU'LL BE PLEASED WITH THE RESULTS!

CLIVE BROOK

JANE BAXTER • BARRY K. BARNES

in

"THE WARE CASE"

Directed by
MICHAEL BALCON

Produced by
ROBERT STEVENSON

Story by George Pleydell Bancroft

A CAPAD PRODUCTION

A GB Presentation

A 20th Century-Fox Release

Hubert Ware **CLIVE BROOK**
Margaret Ware **JANE BAXTER**
Michael Adye **BARRY K. BARNES**
Judge **C. V. France**
Attorney-General **Francis L. Sullivan**
Skinner **Frank Cellier**
Tommy Bold **Edward Rigby**
Eustace Ede **Peter Bull**
Mrs. Slade **Dorothy Seacombe**
Mrs. Tinto **Athene Seyler**
Claire **Glen Alyn**
Lucy **Peggy Novak**
Henson **John Laurie**
Taxi Driver **Wally Patch**

Born with a silver spoon in his mouth, Hubert Ware is unable to adjust himself to changing economic conditions.

His permanent financial embarrassment is a constant source of worry to his wife Meg, and things are not made easier for her when she learns that her husband is to be cited as co-respondent. She pours out her troubles to Michael Adye, lawyer friend of the family who is secretly in love with her.

Meg's extremely wealthy but thoroughly unpleasant brother Eustace is found dead in the Ware's lake at a time when Hubert is in danger of losing his ancestral estate to his creditors.

Murder is suspected and when it is found that Meg has inherited the money everything points to Hubert's guilt. He is arrested and brought to trial. Michael Adye, however, believes he is innocent and obtains his acquittal.

On returning home Hubert accidentally discovers that Meg loves Michael. The shock completely unnerves him and in a dramatic climax the film comes to an exciting end.

Associate Producer: **S. C. BALCON**; Scenario: **Roland Pertwee** and **Robert Stevenson**; Photography: **Ronald Neame**; Art Director: **O. F. Werndorff**; Sound: **Eric Williams**; Editor: **Charles Saunders**; Production Manager: **Frederick James**; Recordist: **Stephen Dalby**; Music: **Ernest Irving**; Dress Designer: **Molly Nicholson**; Gowns: **Maison Arthur**.

FOOTAGE.....6515 FT.

RUNNING TIME.....72 $\frac{1}{2}$ MINS.

ADVERTISING CATCHLINES

From the heights of joy to the depths of despair in one tragic moment! With the cheers of the crowd ringing loud in his ears, he took the "easy" way out . . . Why?

★ ★ ★

A love triangle that comes to a surprising end when a man just acquitted of murder learns that his wife's love is shared by his lawyer!

★ ★ ★

Saved from death by the man who loved his wife . . . Should he step aside and become "the forgotten husband"?

★ ★ ★

One word of gossip sent this man to oblivion—when he thought he had the world at his feet!

★ ★ ★

A grateful witness saved him from a murder rap . . . but nothing could bring back the lost love of a woman! What course to follow? Should he make way for his rival or selfishly keep her at his side?

★ ★ ★

A murder charge couldn't down him . . . but a single word of servants' gossip drove this man to infinite tragedy!



Clive Brook and Jane Baxter in a scene from "The Ware Case," which comes . . . to the . . . Theatre.
MAT 2PA—30c

Accessories

POSTERS: 1-sheet, 3-sheet, 6-sheet.

LOBBY CARDS: Two 22 x 28s, Set of Eight 11 x 14s, Insert Card 14 x 36.

WINDOW CARD: 14 x 22, two colors.

STILLS: 8 x 10 black and white.

SLIDE: Colored.

SCENE MATS: 1 three-col., 3 two-cols., 4 one-cols., 3 half-cols. (thumbnails).

AD MATS: 1 four-cols., 2 three-cols., 4 two-cols., 5 one-cols., 2 two-col. slugs, 2 one-col. slugs, 1 three-col. ad high-lights mat.

TRAILER: National Screen Service.

Star Finds Pal Who Urged Him On to Hollywood

(Advance)

The man who advised Clive Brook to go to Hollywood, and who befriended and helped Brook and Ronald Colman during their early days as screen actors, turned up during the filming of Clive Brook's new starring picture, "The Ware Case," which comes to the Theatre next for days.

A quiet, middle-aged man visited the set at the studio where Robert Stevenson was directing the film. Stevenson had just finished rehearsing Clive Brook and Jane Baxter for their next scene and the call for silence had been given. Just as the actor was about to say his first line, he happened to glance in the direction of the visitor.

"Bertie!" shouted Brook, dashing out of camera range toward the man. A moment later he was apologizing to the director, but explaining that he just couldn't restrain his emotion upon seeing this old friend, whom he had not seen for many years.

The visitor was Bertram Burley, one of the best known British leading men of the silent film days. It was when Burley was in his prime that he became a friend of Brook and Colman, and it was he who said to Clive: "You're wasting your time here, Clive. Go to Hollywood and you'll make a name for yourself."

"The Ware Case" also features Jane Baxter and Barry K. Barnes, with Francis L. Sullivan, C. V. France and Frank Cellier. It was produced by Michael Balcon and is a Gaumont presentation released through 20th Century-Fox.

"Ware Case" Opens Today at (Thea.)

Commencing today, and for the next days, the Theatre is presenting "The Ware Case" starring Clive Brook.

This picture, which was directed by Robert Stevenson (creator of "To the Victor"), is said to tell a dramatic story of a financially embarrassed leading citizen, who goes to desperate lengths in his quest for new riches.

Featured with Brook in "The Ware Case" are Jane Baxter, Barry K. Barnes, C. V. France, Francis L. Sullivan and Frank Cellier. Michael Balcon produced the picture, which is a Gaumont presentation released through 20th Century-Fox.



Jane Baxter and Clive Brook in a scene from "The Ware Case."
Mat 1PB—15c

Barry K. Barnes' Biggest Role Comes in "The Ware Case" Film With Clive Brook, Jane Baxter

(Advance)

Sharing acting honors with Clive Brook and Jane Baxter in "The Ware Case," the Capad production opening at the Theatre is Barry K. Barnes, who in the past two years has become one of England's most sought-after actors.

Barry first studied to be an architect, but gave this up to join the Royal Academy of Dramatic Art, where he won a scholarship. His first professional acting experience was with a stock company in Edinburgh. When he went to London, he was signed up for a year in Australia, as leading man.

Returning to London, Barnes appeared with Cedric Hardwicke in "The Late Christopher Bean," at which time he was persuaded by Alexander Korda to play the lead in "The Return of the Scarlet Pimpernel," which became his first screen vehicle.

The success of that production

made Barnes one of the busiest actors in the movies. "The Ware Case" is the fourth picture he has made without even one day's vacation between films. His most recent appearances have been in "Prison Without Bars" and "This Man is News," in both of which he achieved personal triumphs.

In "The Ware Case," Barry K. Barnes portrays a brilliant attorney in love with his client's wife. Michael Balcon was the producer, and Robert Stevenson the director of this Gaumont presentation released through 20th Century-Fox.

GAMBLING FOR LOVE



Clive Brook and Glen Alyn in a scene from "The Ware Case," a new Gaumont presentation opening at the Theatre.
Mat 2PB—30c

Aeronautics Lost Remarkable Young Man When Stevenson Decided to be Film Director

(Advance)

Robert Stevenson, who directed the Capad production, "The Ware Case," opening at the Theatre, saw his first motion picture when he was in his third year at Cambridge University.

Stevenson intended to become an aeronautical engineer, but as editor of the Granta and president of the Cambridge Union, he unfortunately had little time for study.

Compelled to inform the dean as to what he did with his time, Stevenson assured him that he was busy doing psychology research and it was necessary for him to study motion pictures as part of his task. It seemed an easy way of getting out of a difficult situation, but it meant going to see several pictures. Before long, the student had discarded the idea of aeronautical engineering.

When he left Cambridge and announced his intention of entering the film industry, his parents were not in favor of the idea but they made a bargain with him. He was given six weeks in which to get a job in a studio, and in five weeks and one day he had achieved this preliminary requisite. He was

hired to write synopses of novels for a salary of ten dollars a week.

That was ten years ago, but Stevenson was determined to reach the top. His rise to fame was meteoric, and he is now considered one of the outstanding directors, notably for his handling of such famous successes as "Nine Days a Queen" and "To the Victor," both of which received the unanimous acclaim of press and public in all parts of the world.

"The Ware Case" stars Clive Brook with Jane Baxter and Barry K. Barnes. The supporting cast includes C. V. France, Francis L. Sullivan and Frank Cellier. It is a Gaumont presentation, released through 20th Century-Fox.



Clive Brook as he appears in his latest picture "The Ware Case," which comes to the Theatre on for days.
Mat 1PA—15c

Brook's Career A Notable One

(Advance)

Clive Brook, who stars in "The Ware Case," the Capad production coming to the Theatre, can boast of one of the most successful careers known in motion pictures and the stage. He is one of the few topmost stars whose popularity has not waned. He is just as popular today as when he scored his first great triumph several years ago.

Brook's first picture, "Woman to Woman" immediately gained a large following for the star. That picture was produced in England, but it reached great success in this country. He was called to Hollywood to appear in "Christine of the Hungry Heart" and that was the beginning of a long series of "hit" pictures, which would be too numerous to mention.

In "The Ware Case" Clive Brook portrays a role of the type that he does best. Advance studio reports have indicated that his characterization will prove to be one of his most popular.

This new picture was directed by Robert Stevenson, and the producer was Michael Balcon. The cast includes such names as Jane Baxter, Barry K. Barnes, C. V. France, Francis L. Sullivan and Frank Cellier. It is a Gaumont presentation released through 20th Century-Fox.

"The Ware Case" Opening (Date)

(Advance)

If we are to judge by its reception in other cities where it has already been shown, "The Ware Case," the film coming to the Theatre next, should prove excellent dramatic entertainment of engrossing caliber to local moviegoers.

The picture stars Clive Brook with Jane Baxter and Barry K. Barnes and was directed by Robert Stevenson, one of the industry's youngest and most outstanding directors, whose memorable productions, "Nine Days a Queen" and "To the Victor" created quite a stir hereabouts.

The story, of which George Pleydell Bancroft is the author, is an interesting one. It concerns Sir Hubert Ware, who, born with a silver spoon in his mouth, is unable to adjust himself to changing economic conditions. He gets into hot water not only financially, but also socially, as he is named co-respondent in a divorce case. His wife, Meg, is in love with Michael, a lawyer. Things get further complicated when there is a murder of which Ware is accused. Michael gets an acquittal, but all is not well. The climax, which is an unexpected one, is said to be powerfully dramatic.

"The Ware Case" is a Capad production, produced by Michael Balcon. It is presented by Gaumont, through 20th Century-Fox release.

Film Producers Must Create Own Phone Numbers

(Current)

When Robert Stevenson, director of "The Ware Case," the Capad production starring Clive Brook and currently playing at the Theatre, applied for a telephone number from the London Telephone service for use in the film, as had been the custom, he was told to invent his own exchange.

Film producers used to be able to ring up the Service and ask for a "dead line" on a particular exchange when they found it necessary to have a telephone number in a picture.

As there are legal penalties for using the number of an actual subscriber, the telephone officials have been choosing certain "dead numbers" on some exchanges for use in films and stage plays.

This has all been stopped, however, because a great many moviegoers have rung up the numbers they have heard mentioned in motion pictures, and it was necessary to hire extra operators to take "curiosity" calls for those numbers, which proves what amazingly retentive memories movie fans have.

"The Ware Case," which was produced by Michael Balcon, has one of the strongest casts assembled for a single picture. In support of Clive Brook are Jane Baxter, Barry K. Barnes, Frank Cellier, Francis L. Sullivan, C. V. France, Athene Seyler and Glen Alyn. It is a Gaumont presentation released through 20th Century-Fox.



Barry K. Barnes, who is featured with Clive Brook and Jane Baxter in "The Ware Case" at the Theatre.

Mat 1PD-15c

3 Noted Stars In (Theatre) Film

Three outstanding performers are featured in "The Ware Case," now playing at the Theatre.

They are, Clive Brook, for several years one of the most popular stars of the screen who has his best role in this picture; Jane Baxter, lovely stage and screen luminary who is considered one of England's finest actresses; and Barry K. Barnes, rising young leading man who scored in "The Return of the Scarlet Pimpernel."

"The Ware Case" was produced by Michael Balcon. It is a Gaumont presentation released through 20th Century-Fox.

"The Ware Case" Held Over

The Theatre is holding over "The Ware Case" for more days, owing to the highly successful engagement the picture has had since its opening. The reception given the picture by the large audiences it has attracted, has been exceedingly favorable.

"The Ware Case" stars Clive Brook, with Jane Baxter, Barry K. Barnes and other well known players. Robert Stevenson directed this Gaumont presentation, which is a 20th Century-Fox release.

Director Remembers Good Work Of Extra Player, Gives Her Big Part in "The Ware Case"

(Current)

Players of "bit" parts in motion pictures are generally under the impression that they have only to play their role in one picture to be remembered with a glow of affectionate gratitude by the director and promised an important part in the next production.

These ambitious actors and actresses are, more often than not, disillusioned. The gratitude may be manifest, but they learn that it very seldom results in the coveted role.

In "The Ware Case," the Capad production now playing at the Theatre, however, you will see a player in whose case the promise was fulfilled.

Some years ago, Robert Stevenson was making "The Man Who Lived Again," starring Boris Karloff. A tiny part was played by Glen Alyn, literally only a line or two, but she did it so well that he decided he would give her a more important role as soon as a suitable opportunity arrived.

So, four years later, when Stevenson was about to start directing "The Ware Case," he remembered Glen Alyn and assigned her the role of Claire, a society woman who proves a disrupting element in the life of Sir Hubert Ware, the character portrayed by Clive Brook.

In addition to Miss Alyn and Brook, "The Ware Case" has Barry K. Barnes and Jane Baxter in leading roles. Michael Balcon produced the picture, which is a Gaumont presentation released through 20th Century-Fox.



Jane Baxter, who plays one of the leading roles in "The Ware Case," starring Clive Brook at the Theatre.

Mat 1PC-15c

Famous Play Filmed With Clive Brook Starring

(Advance)

"The Ware Case," famous stage play which set attendance records wherever it was presented, has now been transferred to the screen. The movie version comes to the Theatre, with Clive Brook in the starring role, and Jane Baxter and Barry K. Barnes featured. Robert Stevenson directed the film, which is a Gaumont presentation released through 20th Century-Fox. In the supporting cast are C. V. France, Francis L. Sullivan, Frank Cellier, Athene Seyler, Edward Rigby and Glen Alyn.

"The Ware Case" Suspenseful, Gripping Story Superbly Acted; Hailed As Distinguished Film

(Review)

Suspenseful drama, intriguing romance and superb acting are skillfully blended in "The Ware Case," the new Capad production which co-stars Clive Brook. Jane Baxter and Barry K. Barnes and opened yesterday at the Theatre. "The Ware Case" is an adaptation of George Pleydell Bancroft's great stage success of the same name.

Clive Brook turns in a capital performance in the leading role, while lovely Jane Baxter scores heavily in a role to which she brings poise, subtlety and dramatic force. Barry K. Barnes, as "the other man" gives an outstanding portrayal. The production is distinguished all along the line—being marked by excellent tempo, fine direction, attractive sets and a grippingly human story.

Briefly, the story presents Clive Brook as Hubert Ware, debonair member of elite society. Ware, up to his ears in debt and faced with bankruptcy, flees to the south of France in order to shirk responsibilities. His wife, Meg, refuses to accompany him and remains behind, to arrange for the sale of his estate.

On his return, Hubert asks his wife's wealthy brother to stay at their house. Next morning, the latter is found drowned in the Ware estate lake.

Suspicion points heavily to Hubert Ware, who benefits financially from the tragedy. He is arrested, and in an amazing climax literally packed with suspense, he provides the dramatic highlight of the story in some splendidly portrayed scenes.

An impressive supporting cast is headed by Francis L. Sullivan, C. V. France, Frank Cellier and Athene Seyler.

Robert Stevenson, the director, handled the story with imagination, effectiveness and a fine sense of balance. And the settings, surrounding the very compelling and

Famed Courtroom Appears in Film

(Current)

One of the highlights of "The Ware Case," the new picture at the Theatre, is the trial scene enacted in an authentic courtroom, the well-known No. 1 Court at the Old Bailey, scene of many of England's most famous trials.

To give the picture the necessary technical accuracy, a real defense lawyer was engaged by the producers as advisor. This happened to be Hendry White, who had acted in silent films before graduating from law school.

White now combines his two specialties by acting in various courtroom scenes and advising from the point of view of one who knows when dramatic liberties can be taken with the law.

The stars of "The Ware Case" are Clive Brook, Jane Baxter and Barry K. Barnes. The film was produced by Michael Balcon, and is a Gaumont presentation released through 20th Century-Fox.

very human story, are first class as are the photography and the lighting.

"The Ware Case" is first-class movie fare. A visit to the Theatre is recommended by this reviewer.

Cellier Reveals His Precepts For Success As Actor

(Current)

The title of this piece should be "How to be a Character Actor in One Easy Lesson," by Frank Cellier.

For Mr. Cellier makes it all seem delightfully easy, tempting even the layman to purchase an assortment of false moustaches, wigs and grease-paint, and to set up in business for himself. Moreover, he can discourse eloquently on the advantages of character acting over all other kinds. It makes for variety, he says, and at the same time offers employment as steady as a pension. Matinee idols perish with the fading of their youth, but age is rather a recommendation for character parts.

Mr. Cellier is practising his profession and his precepts in "The Ware Case," current attraction at the Theatre, where he plays a featured role.

"Don't be afraid of being superficial," warns Mr. Cellier. "If you capture the surface of your role, you have captured everything that is necessary. Study the externals, copy the tricks, the habits, the gestures of the character you have in mind, and never bother about his soul. That will take care of itself. The stuff about living your part is mostly nonsense. Whatever goes on in a man's mind and soul, we know no more about it than is revealed by his speech and action. Fortunately, that's usually a great deal."

"It's powers of concentration," he says, "and the matter of wearing the right clothes; clothes that fit the part. If you feel you look like the man, then you are the man."

Clive Brook, Jane Baxter and Barry K. Barnes are starred in "The Ware Case," which is a Gaumont presentation released through 20th Century-Fox.

NEWSPAPER AND PROGRAM SHORTS

Clive Brook returns to the screen following a brief absence in "The Ware Case," in which Jane Baxter and Barry K. Barnes also appear in important roles. The picture was directed by Robert Stevenson, and comes to this theatre shortly.

* * *

"The Ware Case," which has its local premiere next, is based on the celebrated play of the same title by George Pleydell Bancroft. The film stars Clive Brook with Jane Baxter and Barry K. Barnes.

* * *

Jane Baxter, who is featured in the Gaumont presentation, "The Ware Case," is

one of England's most popular screen actresses.

In this film, she plays the role of Clive Brook's wife, in love with her husband's lawyer and friend.

Advance notices from cities where the film has already been shown, are lavish in praising Miss Baxter's acting in "The Ware Case."

* * *

Should a husband yield his wife's love, or fight to hold it? This is the question asked in the story of "The Ware Case," the new film coming to the Theatre, with a stellar cast headed by Clive Brook, Jane Baxter and Barry K. Barnes. It is a 20th Century-Fox release.

* * *

The picture having the most unexpected and thrilling climax of the year is coming at last to a local screen. It is "The Ware Case," and it stars Clive Brook, with a sterling cast of notable players. The film was directed by Robert Stevenson, who made the unforgettable "To the Victor."

* * *

Clive Brook Has Settled Down In Native England

(Current)

During the filming of "The Ware Case," the Gaumont presentation now at the

. Theatre, it was discovered that its star, Clive Brook, has definitely settled down in his native country, following many years of work and success in Hollywood.

Brook has disclosed that a couple of years ago he bought an attractive house at Hampstead Heath, and has repaired it, introducing innovations such as only Hollywood could have taught him. Next to his bedroom he has a miniature Turkish bath; in his study a panel in the wall opens to reveal his own patent invention whereby at the pressure of a button the radio can be turned on from concealed loudspeakers in any part of the house, including the Turkish bath. Also concealed in the walls of the study is a beautifully equipped cocktail bar.

Curiously enough, Brook's new house has some connection with his new film. The idea to make the picture came from his neighbor, Lady du Maurier, widow of the famous actor, who has become very friendly with the Brooks since they moved into their permanent home.

Clive happened to mention to Lady du Maurier that he could not find a good subject for his next picture, whereupon she suggested the picturization of the play her late husband had made famous, "The Ware Case." Brook immediately saw the possibilities of the play and his enthusiasm was shared by Michael Balcon, who set out to produce the picture.

Featured with Clive Brook in "The Ware Case" are Jane Baxter and Barry K. Barnes, under the direction of Robert Stevenson. The picture is a 20th Century-Fox release.

DO YOU KNOW . . . ?

That Clive Brook's latest picture is "The Ware Case," coming to the Theatre?

That "The Ware Case" is based on the famous stage play of the same name?

That Barry K. Barnes, one of the screen's most talented leading men, is Clive Brook's love rival in "The Ware Case"?

That "The Ware Case" was directed by Robert Stevenson, who made the universally-praised film "To the Victor"?

Frank Cellier

Born in Surbiton, England in 1884. Is one of the most versatile actors on stage or screen. Played in many Shakespearean plays, and made his film debut in South Africa. Is the father of Antoinette Cellier, now a lovely and popular star. Cellier's best known portrayals were in "Rhodes" with Walter Huston and in "The Passing of the Third Floor Back," outstanding film of three years ago.

Robert Stevenson

Born at Buxton, England. Attended Cambridge University, where he studied engineering. When he came to know about films, however, he changed the course of his life. He got a job in a studio, and rose to become one of the industry's finest directors. His numerous "hits" include "Nine Days a Queen," "Non-Stop New York," "King Solomon's Mines" and "To the Victor," last year's multiple-prize-winning film. Is married to actress Anna Lee.



Jane Baxter and Barry K. Barnes in a scene from the Gaumont presentation, "The Ware Case," currently playing at the Theatre. Mat 2PC—30c

Star Offers Valuable Advice On Proper Care of Eyebrows

by Jane Baxter (Featured in "The Ware Case," now playing at the Theatre)

Everyone is interested in having attractive, youthful eyes, but few women realize what a large part the eyebrows play in achieving this.

By training the brows into an arch and keeping them well groomed, the best effect may be had. While the exaggerated 'plucked' eyebrows are no longer chic, this doesn't mean that one should allow wild hairs to remain on the underside of the brow, spoiling the line.

Get a good stiff brush and train your eyebrows into a shape becoming to your face. This is usually the brow line that nature gave you, though in some cases a manufactured slant to the eyebrows is decidedly becoming.

If you find it difficult to pluck your eyebrows without suffering extreme pain, or having your eyes swell and remain red for hours, I suggest that you try applying a hot towel for about five minutes before plucking, as this opens the pores and makes the procedure much less painful.

After plucking the eyebrows apply cotton pads soaked in Witch Hazel over the eyes. This serves to close the pores and take the redness away.

HIGHLIGHTS IN THE FILM

The sincerity of the portrayals by Clive Brook, Jane Baxter, Barry K. Barnes and others, who make the story a vivid, engrossing photoplay.

The dramatic power of the climactic scenes, magnificently handled by director Robert Stevenson, who makes them utterly believable.

The thrilling trial scene, unlike the ordinary screen courtroom sequences, and filmed in a real court of law, under expert technical supervision.

The excitingly romantic "triangle" situation and the completely amazing climax which is capable of lifting any spectator out of his seat.

The impressive sense of realism that pervades the entire film, as if one were witnessing flesh and blood characters in a real-life drama.

Secondary Players Rated High by Director

by Robert Stevenson (Director of "The Ware Case," the Capad production currently playing at the Theatre)

"Unless the 'characters' in a film are vivid and alive, a picture cannot convince. The more a film-goer says: 'I know a man just like that,' the more a director has succeeded.

"The importance of the small character roles cannot be overestimated. They build up a secure background for the stars. There has been a growing practice to keep character actors working constantly, so that the public begins to recognize them, however small their part, and know automatically they are in for something good.

"In 'Nine Days a Queen' I tried to give as much attention to the direction of the lesser roles as to the stars. In 'Non-Stop New York' and 'To the Victor' I repeated this policy. Now in 'The Ware Case' I am sticking to it more than ever. Even a man with two lines to say is important because he is helping to build up the atmosphere of the entire film.

"This picture, to my mind, gains considerably from the characterizations of such players as Francis L. Sullivan, C. V. France, Frank Cellier, Athene Seyler and others, who add lustre to the splendid acting of the stars, Clive Brook, Jane Baxter and Barry K. Barnes."

WHO'S WHO IN THE PICTURE

Brief Biographies

Clive Brook

Born at Richmond, Surrey, England on June 1st, 1891. His real name is Clifford Hardman Brook. Educated at Dulwich College. After college, was newspaper reporter and short story writer. Joined British Army in World War and rose to rank of Major. Commenced his stage career at the close of the war. Came to the U. S. in 1924, becoming one of Hollywood's most popular stars. Is married and has a son and a daughter. His hobbies are reading, story-writing and polo. His latest picture is "The Ware Case."

CLIVE BROOK T2

Jane Baxter

Born in Germany of English parents on Sept. 9th, 1909. Made stage debut at age of 15 in London. Screen debut in 1929. Alternates between stage and screen work. Achieved great success in "Blossom Time" and "The Constant Nymph." Was married to Clive Dunfee, auto racer who died in 1932. Favorite sports are riding, swimming and tennis. Plays light comedy or dramatic parts with equal ability.

Barry K. Barnes

Born in Chelsea, England in 1909. Studied to be an architect but gave this up to enter acting career.

Made debut in Edinburgh, went from there to London, toured Australia and returned to London where he reached notable success. Was featured in the film "Return of the Scarlet Pimpernel," and

BARRY K. his portrayal BARNES T3 made him one of most sought-after leading men in England. Is married to actress Diana Churchill. Appears in stage plays in between motion pictures.

C. V. France

Born in Bradford, England in 1868. Was an electrical engineer but became interested in theatricals and at 23 made his debut. After numerous years of stage triumphs, turned his attention to the screen, and has appeared in an imposing list of photoplays. He recently played an important role in Ronald Colman's "If I Were King" and was featured in "A Yank at Oxford."



Francis Sullivan

Born in London, January 6th, 1903. Educated at Stonyhurst, became a civil engineer. Gave this up for the stage and appeared in many well-known plays before entering motion pictures. Has played the part of a prosecuting attorney more times than any other actor, the latest of these roles being in "The Ware Case." His hobby is swimming in the Mediterranean. Also plays gangster and "menace" parts often.


ADVERTISING

The Saved from death by the
step aside and become "t

WARE



CLIVE BROOK
JANE BAXTER • BARRY K. BARNES
Story by George Pleydell Bancroft • Produced
by MICHAEL BALCON • Directed by ROBERT
STEVENSON • A CAPAD Production • A GB
Presentation • A 20th Century-Fox Release



THEATRE

AD MAT 4A—130 lines x 4 cols.—60c

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CITY THROUGH SMASH, EFFECT-
IVE NEWSPAPER ADVERTISING

One word of gossip sent this man to oblivion—when he thought he had the world at his feet!



The WARE CASE



CLIVE BROOK
JANE BAXTER • BARRY K. BARNES


Story by George Pleydell Bancroft • Produced by MICHAEL BALCON • Directed by ROBERT STEVENSON • A CAPAD Production • A GB Presentation • A 20th Century-Fox Release

THEATRE

AD MAT 1C—89 lines—15c

AD MAT 2B—110 lines x 2 cols.—30c

SUSPENSE! THRILLS!



The WARE CASE

CLIVE BROOK
JANE BAXTER • BARRY K. BARNES

Story by George Pleydell Bancroft • Produced by MICHAEL BALCON • Directed by ROBERT STEVENSON • A CAPAD Production • A GB Presentation • A 20th Century-Fox Release

AD MAT 1D—46 lines— 15c

Saved from death by the man who loved his wife . . . Should he step aside and become "the forgotten husband"?

The WARE CASE



CLIVE BROOK
JANE BAXTER
BARRY K. BARNES

Story by George Pleydell Bancroft
Produced by MICHAEL BALCON
Directed by ROBERT STEVENSON
A CAPAD Prod'n • A GB Presentation
A 20th Century-Fox Release

AD MAT 3B—98 lines x 3 cols.—45c

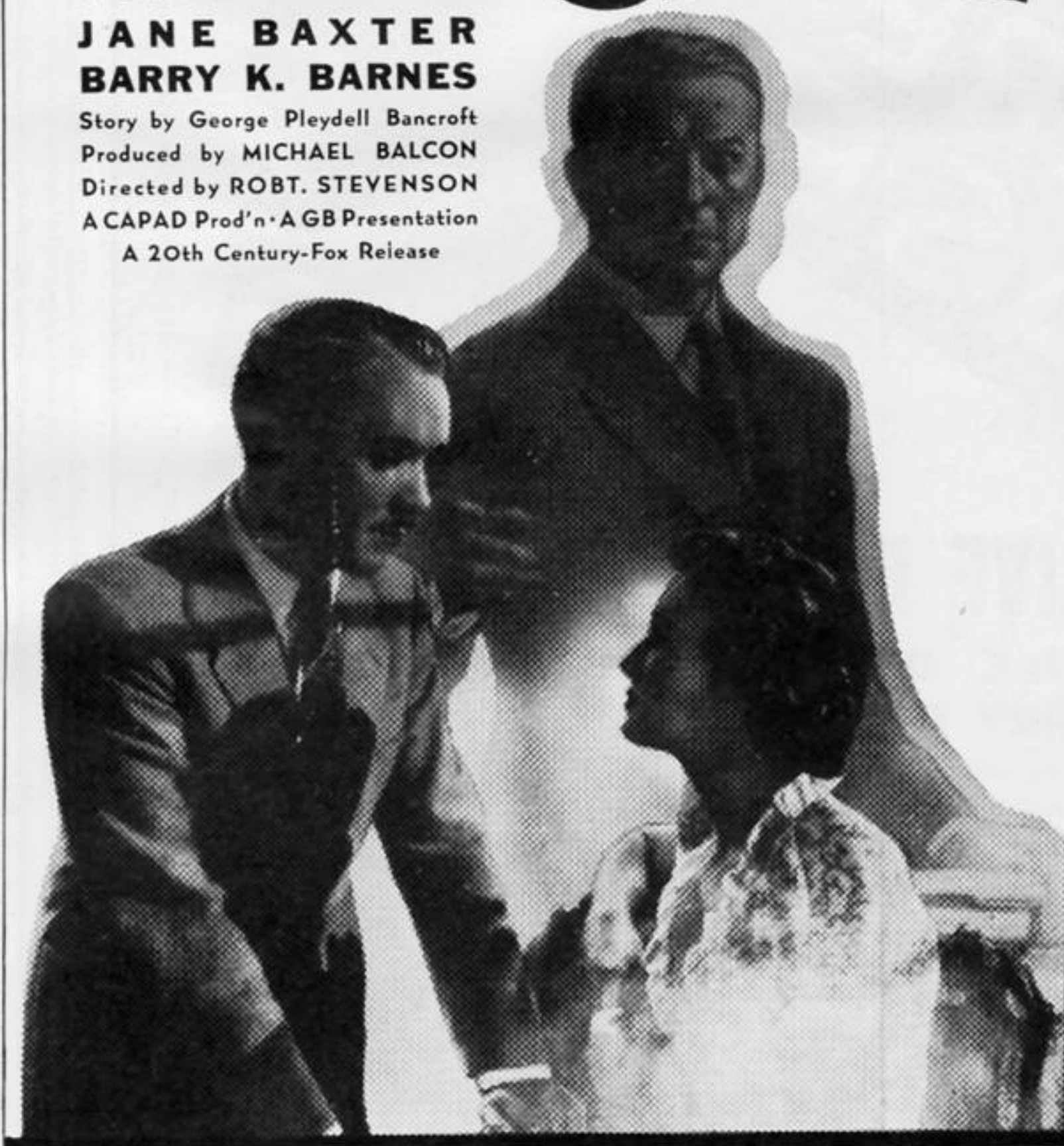
Saved from death by the man who loved his wife . . . Should he
step aside and become "the forgotten husband"?

The WARE CASE

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THEATRE IMPRINT

AD MAT 2C—100 lines x 2 cols.—30c

FOR EXPLOITATION IDEAS: Pages 12 and 13

*You'll find plenty of worth-
while suggestions for a
comprehensive campaign.*

POSTERS • LOBBIES

*At your service for biz-
boosting all along the
line! Pages 15 and 16*

A love triangle that comes to a surprising end when a man just
acquitted of murder learns that his wife's love is shared by his
lawyer!



CLIVE
BROOK

JANE BAXTER
BARRY K. BARNES

Story by George Pleydell Bancroft
Produced by MICHAEL BALCON
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A CAPAD Prod'n · A GB Presentation
A 20th Century-Fox Release

AD MAT 2D—100 lines x 2 cols.—30c

Page Nine



A love triangle that comes to a surprising end when a man just acquitted of murder learns that his wife's love is shared by his lawyer!

What course to follow? Should he make way for his rival or selfishly keep her at his side?

The WARE CASE

CLIVE BROOK
JANE BAXTER
BARRY K. BARNES
 Story by George Playdell Bancroft
 Produced by MICHAEL BALCON
 Directed by ROBT. STEVENSON
 A CAPAD Prod'n • A GB Presentation
 A 20th Century-Fox Release

AD MAT 3A—92 lines x 3 cols—45c

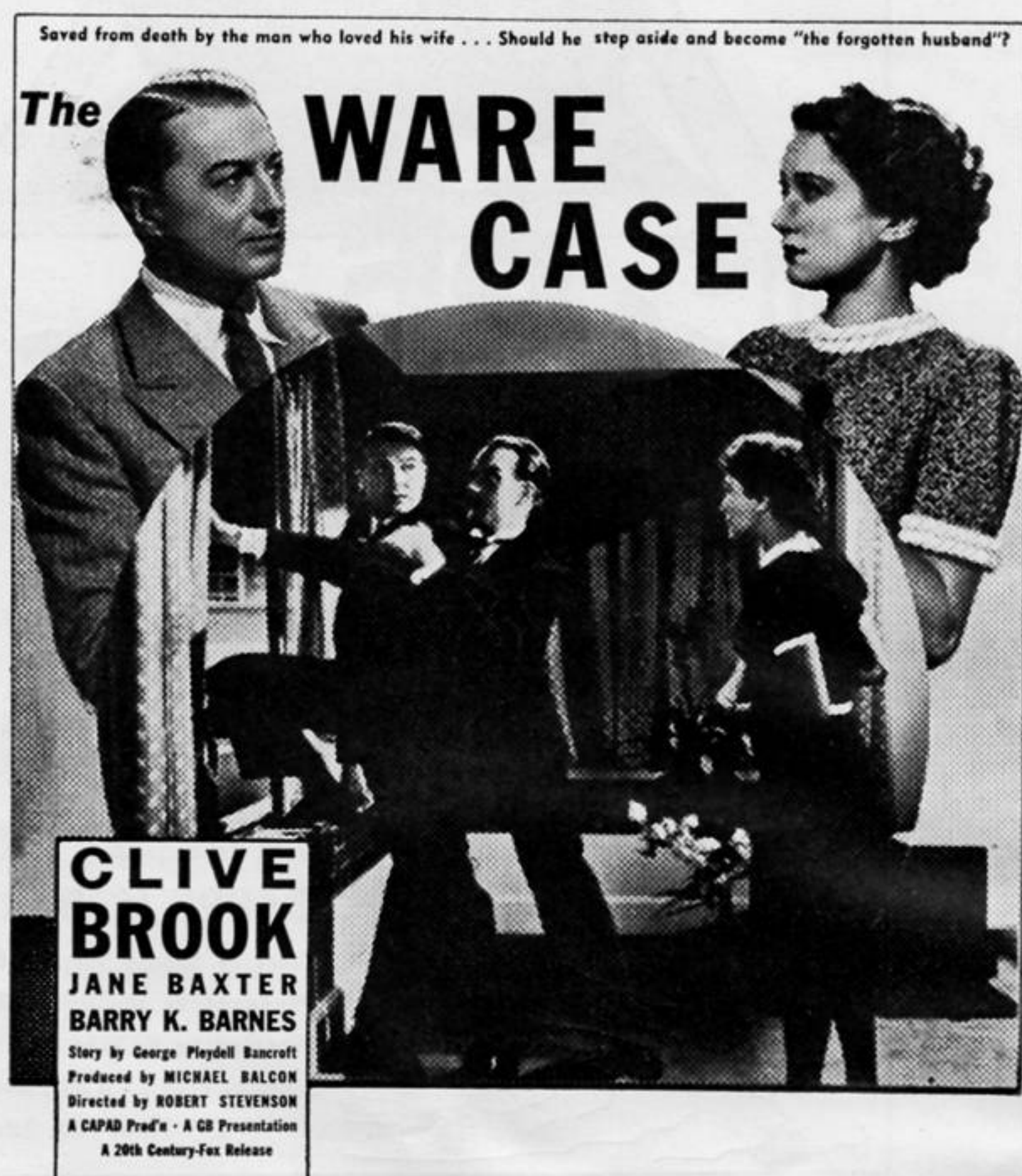
ADVERTISING

THEATRE

AD MAT 1A—131 lines—15c

Saved from death by the man who loved his wife . . . Should he step aside and become "the forgotten husband"?

The WARE CASE



CLIVE BROOK
JANE BAXTER
BARRY K. BARNES
 Story by George Playdell Bancroft
 Produced by MICHAEL BALCON
 Directed by ROBERT STEVENSON
 A CAPAD Prod'n • A GB Presentation
 A 20th Century-Fox Release

AD MAT 2A—65 lines x 2 cols.—30c

A grateful witness saved him from a murder rap but nothing could bring back the lost love of a woman!



The WARE CASE

CLIVE BROOK
JANE BAXTER • BARRY K. BARNES
 Story by George Playdell Bancroft • Produced by MICHAEL BALCON • Directed by ROBERT STEVENSON • A CAPAD Production • A GB Presentation • A 20th Century-Fox Release

THEATRE

AD MAT 1B—83 lines—15c

The WARE CASE

SUSPENSE! THRILLS!

The WARE CASE

A grateful witness saved him from a murder rap but nothing could bring back the lost love of a woman!

The WARE CASE

AD HIGHLIGHTS MAT 3C—45c

SUSPENSE! THRILLS!

The WARE CASE

SLUG AD SIA—15c

The WARE CASE

CLIVE BROOK
JANE BAXTER
BARRY K. BARNES

SLUG AD SIB—15c

The WARE CASE

CLIVE BROOK
JANE BAXTER · BARRY K. BARNES

Story by George Floydell Bancroft • Produced by MICHAEL BALCON • Directed by ROBERT STEVENSON • A CAPAD Production • A GB Presentation • A 20th Century-Fox Release

SLUG AD S2A—30c

The WARE CASE

CLIVE BROOK
JANE BAXTER
BARRY K. BARNES

SLUG AD S2B—30c

EXPLOITATION • PROMOTION BALLYHOO *for* "THE WARE CASE"

Lobby Stunt to Draw Attention and Biz!

Triangle-Spin Game Easy to Make; Will Get Big Play in Front

Everybody loves to try their luck, or skill, in a simple, fascinating game. You can take advantage of this in exploiting "The Ware Case," and it will prove inexpensive as well as successful.

You need only take a six-sheet poster, cut out the triangle which carries the title (as shown in the illustration), mount both the triangle and the remainder of the poster on beaverboard; then place the triangle loosely on the board, held by a large pin or nail in the center of the triangle, so as to make it easy to spin. You can put the mounted poster on a completely vertical easel (as shown).

The idea is that patrons shall spin the triangle hard, to see if they can succeed in having it stop in the right position, that is, so that it fits the part it has been cut out from (the hat of the man holding rifle at bottom of poster should fit over his head). You can declare winners those who succeed in making the triangle stop close to that position, if not exactly.

You can either place the game in front of your theatre, letting all who wish to try it, or place it in your lobby where only those who purchase tickets may spin the triangle. The winners to get free admissions. If you set up the game prior to opening of "The Ware Case," place it inside, so that only patrons who have paid may get a try at it. Then, during the run of the picture, put it out in front.



Triangle-Spin Game

Sensational Headlines

Divorce proceedings and society murders are always sensationally played up in the newspapers. Why not make up a large compo-board for display in your front or lobby, featuring lettering in the form of press headlines, such as:

- (1) **HUBERT WARE BANKRUPT**
- (2) **WIFE TO DIVORCE WARE**
- (3) **MURDER AT WARE ESTATE**
- (4) **HUBERT WARE ON TRIAL**
- (5) **LAWYER WINS WARE ACQUITTAL**
- (6) **WARE LOSES WIFE TO FRIEND**

You can add any number of headlines of this nature, after you have read the synopsis of the picture. Be sure to make them appear like newspaper type. You can also use these one by one, changing them as the day of your opening approaches, and display them all during the engagement.

Plug It Over Radio

Arrange to broadcast short notices over local stations, publicizing your showing of "The Ware Case." The following paragraphs might be appropriate:

If you are one of the many thousands who have been waiting for a new picture starring Clive Brook, do not miss "The Ware Case," opening today at the Theatre. This is said to be one of the most dramatic films Brook has ever made. Jane Baxter and Barry K. Barnes are also featured in "The Ware Case."

The latest picture directed by Robert Stevenson, the noted creator of last year's prize-winning film, "To the Victor," is "The Ware Case," which is currently being shown at the Theatre, with Clive Brook in the starring role. It comes hailed as a fine dramatic story.

An out-of-the-ordinary motion picture is "The Ware Case," now playing at the Theatre. It is based on a famous play with an unusual twist, and stars Clive Brook in his most dramatic movie role. Featured with Brook are Jane Baxter and Barry K. Barnes, whom you will remember from "The Return of the Scarlet Pimpernel."

SEND OUT NEWSBOYS

An effective stunt which will definitely increase your patronage for "The Ware Case": Send out a few "newsboys" to hand out throwaways and at the same time yell headlines in the manner of regular news vendors. They should stand at populated corners and tour the neighborhoods, crying out imaginary headlines as indicated elsewhere on this page, and also stating "THE WARE CASE AT THE THEATRE IS SENSATIONAL! DON'T MISS IT. VISIT THE THEATRE TODAY!"

For this stunt, you can print handbills at a low cost, using one of the ad mats or scene mats, and reproducing several of the catchlines which you will find on page 3 of this book as well as in the regular newspaper ads.

Interesting Contest

A newspaper contest is always a business-booster. If you cannot run the following contest in a local paper, you can conduct right in your theatre, in your regular weekly program, or printing up small throwaways.

Here's the idea: Two weeks prior to your showing of "The Ware Case" run a synopsis of the story (you'll find it on page 3 of this pressbook), which you will observe, does not give the ending. This is done on purpose, as the climax is quite a surprising one. Ask your patrons (or newspaper readers, as the case may be) to furnish a logical ending to the story. Answers must be sent in before a certain date, designated by you, and you can have a local newspaperman or author act as judge in selecting the winners. In addition to passes to the opening for small prizes, arrange to have a local merchant donate a worthwhile article for first prize, in exchange for publicity which you will give him in connection with the contest.

The winning ending need not be exactly the one used in the picture, but one which would be considered the most logical and thrilling.

POSTER CUTOUTS

Cutouts from the posters often afford unusually effective displays for lobby, front and marquee. In the case of this picture, this is more than ever true. Take the six-sheet, for instance. You can make up a most attractive standee or hanger, using the triangle and the three figures, and adding one of the catchlines provided for the picture. The one and three sheets are likewise very appropriate for preparing special cutouts. Make the best possible use of this attractive paper!

Give It a Showmanship Campaign— Reap the Profits at the Box-Office!

STAR'S NAME A MAGNET

In Clive Brook you have a star whose name should be played up to the limit. His popularity is tremendous, and he has always been recognized as one of the most capable actors ever seen on the screen. In this picture he portrays a difficult character with amazing ability, and you can bill his role in "The Ware Case" as his best since the memorable "Cavalcade." Be sure to display the name of Clive Brook in large letters in all your ballyhoo and advertising. His name on the marquee will mean plenty at the box-office.

Arouse Feminine Interest

Several days prior to your opening, contact editors of women's pages in the local newspapers, to get them to run mats or pictures of Jane Baxter, and to work out some cooperative publicity that will serve as a circulation builder for the paper at the same time as plugging "The Ware Case." In directing publicity toward the feminine element of your audience, play up such questions as: **SHOULD A WOMAN ABANDON HER HUSBAND BECAUSE HE IS CHARGED WITH MURDER?** or **MUST A WOMAN STAY AT HER HUSBAND'S SIDE UNDER ALL CIRCUMSTANCES?**

INVITE LAWYERS' OPINIONS

Extend invitations to several of the best known legal lights in the city to attend the opening performance of "The Ware Case" and ask them for expressions of their opinion about the trial scenes in the film and the fidelity of the legal aspects involved in the accusation, trial and acquittal of Hubert Ware, the central character, played by Clive Brook. Have them state whether they think that the alibi presented by the "surprise" witness, which saves Ware, is really strong enough to merit an acquittal. They can also comment on the authenticity of the courtroom scenes and make a comparison between British court methods and American. The comments thus obtained will furnish excellent newspaper publicity, and will create plenty of attention.

Comprehensive Campaign

We urge you to give special attention to your campaign on "The Ware Case." Start it off with advance publicity stories in the press and displays in your theatre at least two weeks before opening. Handbills should be given out four days prior to the initial showing. Arrange an advertising campaign as extensive as possible, selecting the ad mats which you think most effective. Put plenty of power in your exploitation and ballyhoo for three days up to the opening date. "The Ware Case" will live up to your claims in its behalf!

Use Your Mailing List

Here's a case where you should take full advantage of the facilities offered by your mailing list. THE WARE CASE is a picture that will appeal especially to the family trade, and for this reason you should see that every prospective family is told about your showing in advance. Why not write a circular letter, short but snappy, telling the main reasons for your urging them to see THE WARE CASE? In this, you should mention that the film was directed by Robert Stevenson, prize-winning director, and that Clive Brook has the best role of his long and successful career.

Director's Name Will Sell

Wherever possible, make mention of the fact that THE WARE CASE is directed by Robert Stevenson, and list his famous successes: KING SOLOMON'S MINES, NINE DAYS A QUEEN and the tremendously popular TO THE VICTOR which won several prizes as one of the outstanding pictures of the past year. You can state in your publicity and advertising that "The Ware Case" is the film that definitely puts Stevenson in a class with the highest-ranking directors in motion pictures.

"TEASER" CAMPAIGN

Where there is a murder, you always have ample chances to put over a swell "teaser" campaign, as you can run small ads in the newspapers and in your programs, featuring the sensational aspects of the film. For instance, you can run a series of slugs along these lines:

- (1) **"THE WARE CASE" WILL THRILL YOU!**
- (2) **WATCH OUT FOR "THE WARE CASE"!**
- (3) **A MURDER NOBODY CAN SOLVE!**
- (4) **SEE THE LAKE OF DEATH IN "THE WARE CASE"**

Recall Famous Trials

An interesting attention-getter can be devised in the following manner. Go to your Police Headquarters or Court House and obtain a list of the most important murder cases and trials which have, at one time or another, been played up big in the local press. You can make up a compo-board with copy like this: **REMEMBER THE SENSATIONAL..... TRIAL? AND THE CASE? AND THESE: (list more trials). WELL, GET READY TO WITNESS THE MOST AMAZING AND THRILLING MURDER TRIAL OF ALL HISTORY... "THE WARE CASE"... STARTS AT THE THEATRE ON (Opening Date)!**

Street Ballyhoo for Record-High Grosses

One of the best means for real promotion is real out-and-out street ballyhoo that will make the people on the streets and in their homes take notice. "The Ware Case" offers several suggestions for "can't miss" stunts.

If you can employ three people (two men and a woman) you can use the basic "love triangle" theme of the picture thusly: Dress these people in fashionable clothes and have them walk along, next to one another, carrying (on their fronts or backs) different signs. One man's sign should read: **MY LAWYER IS UNFAIR. HE WON MY CASE BUT STOLE MY WIFE.** The other man: **MY CLIENT IS UNFAIR. HE DOESN'T DESERVE HIS WIFE.** And the woman: **THEY ARE BOTH UNFAIR. THEY SHOULD LET ME DECIDE.** One of them, or all three, should also carry copy: **SEE HOW THIS TRIANGLE IS BROKEN IN "THE WARE CASE" AT THE THEATRE!**

The old stand-by, the sandwich man, can be used for this picture, but instead of carrying ordinary sandwich-boards, have him carry a triangle (which could be a cutout from the six-sheet), also placing in it the heads of the three principal stars, Brook, Baxter and Barnes, and one of the catchlines based on the love-triangle theme of the picture.

Have two men, one dressed as a civilian and the other as a policeman, drive around in an automobile, which should carry this sign: **I HAVE BEEN ARRESTED FOR SPEEDING TO THE THEATRE TO SEE "THE WARE CASE"!**

FLASHY WINDOW CARD

TWO COLORS

14" x 22"

Space for Imprint

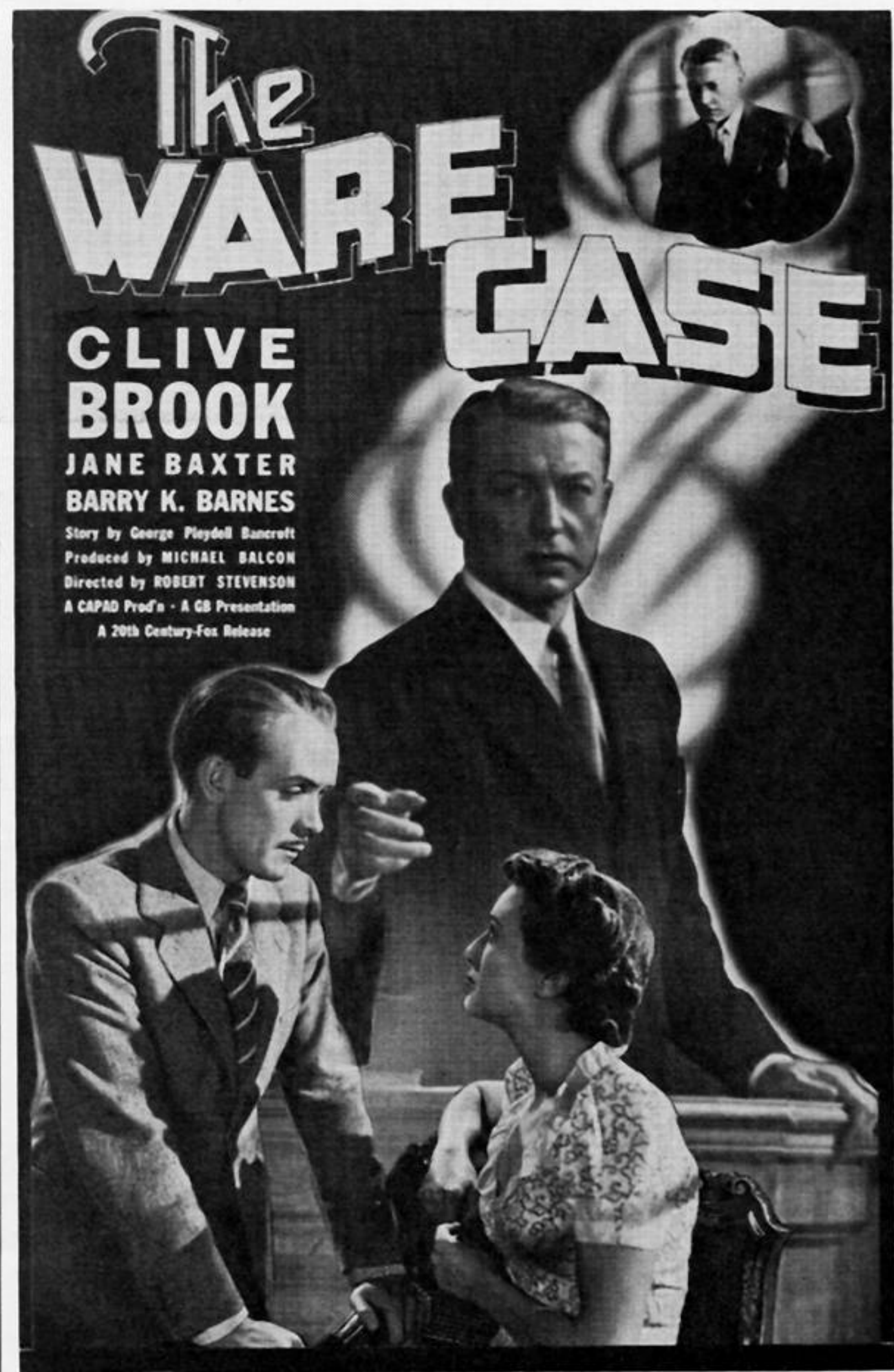
7c each

Dramatic • Arresting

TRAILER

Order from

National
Screen
Service



WINDOW CARD

ADVERTISE, EXPLOIT
AND PUBLICIZE "THE
WARECASE" FOR NEW
BOX-OFFICE MARKS!

CHICAGO, ILL.—1307 So. Wabash Ave.
LOS ANGELES, CAL.—1922 So. Vermont Street
ATLANTA, GA.—141 Walton Street, N. W.
NEW YORK, N. Y.—630 Ninth Avenue
DALLAS, TEXAS—300½ So. Harwood Street
SEATTLE, WASH.—2418 Second Avenue
SAN FRANCISCO, CAL.—168 Golden Gate Ave.
DES MOINES, IOWA—1003 High Street
WASHINGTON—920 New Jersey Ave., N.W.
KANSAS CITY, KANS.—1706 Wyandotte Street
DETROIT, MICH.—2949 Cass Avenue
MINNEAPOLIS, MINN.—1105-07 Currie Ave.
ST. LOUIS, MO.—3318 Olive Street
NEW ORLEANS, LA.—1431 Cleveland Avenue
CHARLOTTE, N. C.—219 Mint Street
MEMPHIS, TENN.—500 S. Second Street
BOSTON, MASS.—36-38 Melrose Street
CLEVELAND, O.—2336 Tayne Avenue

20TH CENTURY
FOX
EXCHANGES

NEW YORK
345 West 44th Street
•
PHILADELPHIA, PA.
302 No. 13th Street
•
PITTSBURGH, PA.
1715 Blvd. of the Allies
•
WASHINGTON, D. C.
932 New Jersey Avenue, N.W.
•
ALBANY, N. Y.
1052 Broadway
•
BOSTON, MASS.
Back Bay
P.O. Box 93
105 Broadway
•
NEW HAVEN, CONN.
40 Whiting Street
•
BUFFALO, N. Y.
290 Franklin Street
•
CINCINNATI, O.
1632 Central Parkway
•
CLEVELAND, O.
2219 Payne Avenue
•
INDIANAPOLIS, IND.
326 No. Illinois Street
•
CHICAGO, ILL.
914 S. Wabash Avenue
•
DETROIT, MICH.
2211 Cass Avenue
•
MILWAUKEE, WIS.
1016 N. 8th Street
•
MINNEAPOLIS, MINN.
1015 Currie Avenue N.
•
DES MOINES, IA.
1300 High Street
•
KANSAS CITY, MO.
1720 Wyandotte Street
•
OMAHA, NEBR.
1502 Davenport Street
•
ST. LOUIS, MO.
3330 Olive Street
•
ATLANTA, GA.
197 Walton Street N. W.
•
CHARLOTTE, N. C.
308 S. Church Street
•
DALLAS, TEXAS
1801 Wood Street
•
MEMPHIS, TENN.
151 Vance Avenue
•
NEW ORLEANS, LA.
200 S. Liberty Street
•
OKLAHOMA CITY
10 N. Lee Avenue
•
DENVER, COLO.
2101 Champa Street
•
LOS ANGELES, CAL.
2019 S. Vermont Avenue
•
PORTLAND, ORE.
1932 N. W. Lovejoy Street
•
SALT LAKE, UTAH
216 East 1st South Street
•
SAN FRANCISCO, CAL.
245 Hyde Street
•
SEATTLE, WASH.
2316 Second Avenue

ORDER BLANK FOR "THE WARE CASE"

Theatre..... Street..... Town and State.....

ACCESSORIES	PRICE	QUAN.	AMT.
1 SHEETS	.15 ea.		
3 SHEETS	.45 ea.		
6 SHEETS	.90 ea.		
WINDOW CARDS (COLORED—14" x 22")	.07 ea.		
INSERT CARDS—14" x 36"	.25 ea.		
11" x 14" COLORED LOBBY CARDS (8 to a set)	.75 ea.		
22" x 28" COLORED LOBBY CARDS—"A" and "B"	.40 ea.		
SLIDES	.15 ea.		
8" x 10" BLACK AND WHITE STILLS	.10 ea.		
THUMBNAIL MATS	.15 ea.		
1 COL. SCENE AND AD MATS	.15 ea.		
3 COL. SCENE AND AD MATS	.30 ea.		
2 COL. SCENE AND AD MATS	.45 ea.		
4 COL. AD MAT	.60 ea.		

Total Amt.

Signature.....

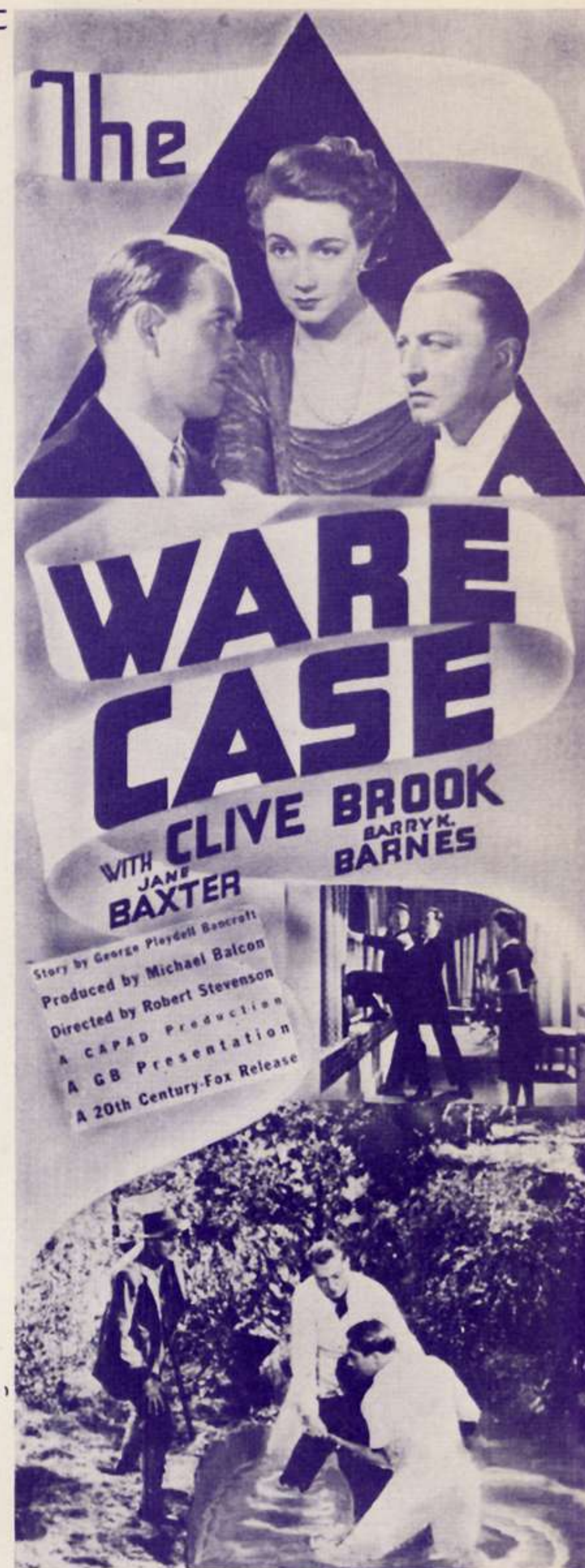
LOBBIES



22 x 28 "A" — 40c EACH



22 x 28 "B" — 40c EACH



INSERT CARD
14 x 36 — 25c EACH

8x10 STILLs
Black & White
10c per Still

Set of Eight — 11 x 14's

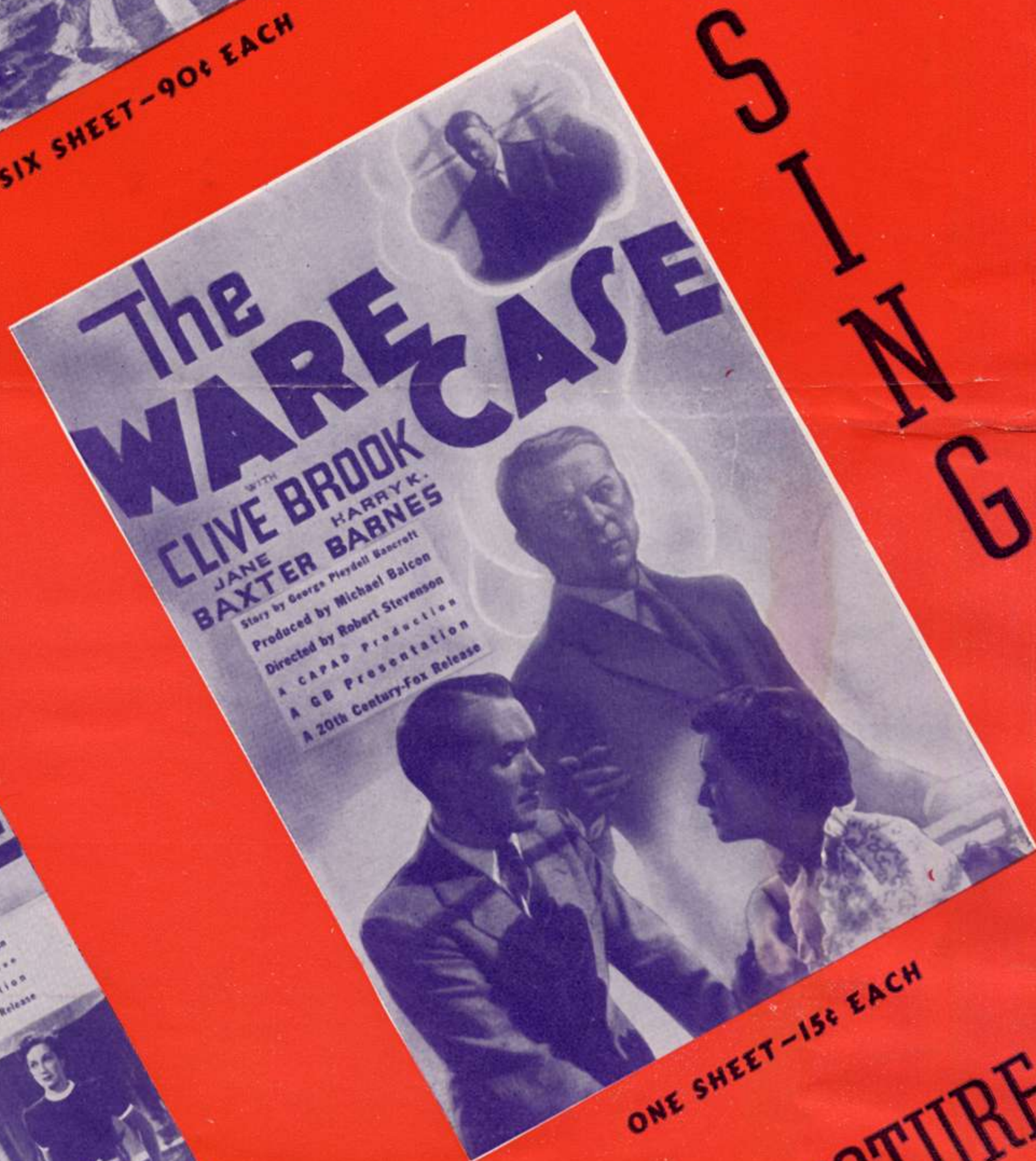


75c per Set

POSTER ADVERTISING



SIX SHEET - 90¢ EACH



ONE SHEET - 15¢ EACH



THREE SHEET - 45¢ EACH

PAPER THAT SELLS YOUR PICTURE