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PICTORIAL TWENTY-FOUR SHEET

POSTERS



SIX SHEET



ONE SHEET



THREE SHEET



22 x 28 A



22 x 28 B

SLIDE (Same Design)

LOBBIES



14 x 36 INSERT CARD



EIGHT 11 x 14's



PRESS BOOK



Copyright 1945, Columbia Pictures Corp.

PRINTED IN U.S.A.

THUNDERING SPECTACLE OF LOVE AND
ADVENTURE...SWASHBUCKLING ACTION
TO THRILL THE WORLD...



Read and loved by millions! ...

ADVERTISING



1000-Line Ad Mat FG-23E-5 Cols. x 200 Lines

Every Man would give his
soul for this adventure!

Every Woman would
give her dreams for this love!

Everyone
will give his
heart to this
rogue of rogues!

COLUMBIA PICTURES
presents

Alexandre Dumas' THE Fighting Guardisman

with
WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein
Based on "The Companions of Jehu" by Alexandre Dumas
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

Most daring rogue in an age
of daring... most romantic
figure in a world of romance
... most thrilling picture in a
season of thrills!



800-Line Ad Mat FG-28D—4 Cols. x 200 Lines

HIS... the name that
made a king
tremble...
the lips
that
made a
woman
swoon!

COLUMBIA
PICTURES
presents

ALEXANDRE
DUMAS'

Amorous... Adventurous... Fearless!

Always ready for
the call to arms in
battle... and the call
of arms in love!

THE Fighting Guardisman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY


Screen Play by Franz Spencer
and Edward Dein
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

Based on "The Companions
of Jehu" by Alexandre Dumas



800-Line Ad Mat FG-21D—4 Cols. x 200 Lines



One name on every man's lips...
in every woman's
heart...



Whispered in fear by a wicked king
...murmured in dreams by bewitching
beauties! Sweeping across a nation in
glory storms *Roland*...irresistible rogue!

COLUMBIA PICTURES presents
Alexandre Dumas'
**The FIGHTING
GUARDSMAN**

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu"
by Alexandre Dumas • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

600-Line Ad Mat FG-26C—3 Cols. x 200 Lines

Out of Dumas'
immortal
story....

onto the
screen
in all its
gallantry
and glory!



COLUMBIA PICTURES presents
Alexandre Dumas'
**THE Fighting
Guardsman**

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein
Based on "The Companions of Jehu" by Alexandre Dumas
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN




600-Line Ad Mat FG-27D—4 Cols. x 150 Lines

SHARE THE *LOVES* AND ADVENTURES
OF THESE DASHING BRIGANDS...
AND THEIR DARING WOMEN!



Fiery deeds of love and glory
live again... as a dashing
rogue and his bold band
scale amazing heights
of motion picture
entertainment!

COLUMBIA PICTURES
presents

ALEXANDRE
DUMAS'

The Fighting Guard sman

Based on
"The
Companions
of Jehu"
by Alexandre
Dumas

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER • JOHN LODER
EDGAR BUCHANAN • GEORGE MACREADY



Screen Play by Franz Spencer
and Edward Dein
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN



600-Line Ad Mat FG-29C—3 Cols. x 200 Lines



HE KIDNAPPED A KING...

STOLE A BEAUTY...

LIVED A LIFE NO
OTHER ROGUE
HAS EVER
DARED
TO LIVE!

COLUMBIA PICTURES presents

Alexandre Dumas' The Fighting Guard sman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

Based on
"The Companions of Jehu"
by Alexandre Dumas



500-Line Ad Mat FG-49D—4 Cols. x 125 Lines

Official Billing

COLUMBIA PICTURES 25%

presents

Alexandre Dumas' 35%

"THE FIGHTING GUARDSMAN"

100%

with

WILLARD PARKER • ANITA LOUISE

JANIS CARTER • JOHN LODER 35%

EDGAR BUCHANAN

GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein 10%

Based on "The Companions of Jehu" by Alexandre Dumas 10%

Produced by MICHEL KRAIKE 15% Directed by HENRY LEVIN 15%

Ad Catchlines

He kidnapped a king... stole a beauty... lived a life no other
rogue has ever dared to live!

Every man would give his soul for this adventure! Every woman
would give her dreams for this love! Everyone will give his heart
to this rogue of rogues!

Most daring rogue in an age of daring... most romantic figure in a
world of romance... most thrilling picture in a season of thrills!

Amorous... adventurous... fearless! Always ready for the call
to arms in battle... and the call of arms in love!

Out of Dumas' immortal story... onto the screen in all its gallan-
try and glory!

Share the loves and adventures of these dashing brigands... and
their daring women!

Fiery deeds of love and glory live again... as a dashing rogue and
his bold band scale amazing heights of motion picture entertainment!

They made history... and love!

Storming out of the past... their amazing adventures thrill the
world... as a dashing rogue and his beautiful blonde defy a king
... to win your heart!

Thundering spectacle of love and adventure! Flaming drama of
intrigue and gallantry! Swashbuckling action to thrill the world!

Feared by the King's army! Idolized by a band of brigands! Loved
by a lovely blonde witch!

THEY MADE HISTORY... *and Love!*

Storming out of the past...
their amazing adventures thrill
the world... as a dashing
rogue and his beautiful
blonde defy a king...
to win your heart!

COLUMBIA PICTURES
presents
Alexandre Dumas'
**"The Fighting
Guardsmen"**

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer
and Edward Dein
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

Based on "The
Companions of Jehu"
by Alexandre Dumas

500-Line Ad Mat FG-24D—4 Cols. x 125 Lines

A man's man...
An inn-keeper's daughter...
Once a noble... now an outlaw!
in a man's world!
An English dandy...
loved by a king!
A blonde beauty who loved a rogue!
He was the king...
with a lust for life!
he was the law!

Share the
loves and
adventures of
these dashing
brigands and
their daring
women!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
**THE Fighting
Guardsmen**

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

500-Line Ad Mat FG-22C—3 Cols. x 167 Lines

5 Art Stills

Available
at your
National
Screen office.

Art Still No. 1

Art Still No. 2

Art Still No. 3

Art Still No. 4

Art Still No. 5

**MOST DARING
ROGUE IN AN
AGE OF DARING!**

COLUMBIA PICTURES
presents
Alexandre Dumas'
**THE Fighting
Guardsmen**

with Willard Parker • Anita Louise • Janis Carter
John Loder • Edgar Buchanan • George Macready

Based on "The Companions of
Jehu" by Alexandre Dumas
Screen Play by Franz Spencer
and Edward Dein
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

70-Line Ad Mat FG-30A

**A DASHING ROGUE
KIDNAPS A KING!**

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
**THE FIGHTING
GUARDSMAN**

with Willard Parker • Anita Louise • Janis Carter
John Loder • Edgar Buchanan • George Macready
Based on "The Companions of Jehu" by Alexandre Dumas

28-Line Ad Mat FG-32A

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
**THE FIGHTING
GUARDSMAN**

28-Line Ad Mat FG-43B—2 Cols. x 14 Lines

MOST THRILLING PICTURE IN A SEASON OF THRILLS!

MOST ROMANTIC FIGURE IN A WORLD OF ROMANCE!

MOST DARING ROGUE IN AN AGE OF DARING!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
 JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein
 Based on "The Companions of Jehu" by Alexandre Dumas
 Produced by MICHEL KRAIKE
 Directed by HENRY LEVIN

400-Line Ad Mat FG-48C—3 Cols. x 133 Lines

One name on every man's lips...
 in every woman's heart!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE
 JANIS CARTER • JOHN LODER
 EDGAR BUCHANAN • GEORGE MACREADY

Whispered in fear by a wicked king...
 murmured in dreams by bewitching beauties!
 Sweeping across a nation in glory storms Roland... irresistible rogue!

Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu" by Alexandre Dumas • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

200-Line Ad Mat FG-47C—3 Cols. x 67 Lines

Thundering spectacle of love and adventure!
Flaming drama of intrigue and gallantry!
Swashbuckling action to thrill the world!

You'll be breathless with excitement... as the screen's most dashing rogue storms a castle to kidnap a king... and rescue a beautiful bride!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
 JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

Based on "The Companions of Jehu" by Alexandre Dumas

400-Line Ad Mat FG-40C—3 Cols. x 133 Lines

**A SPECTACULAR LEGEND OF LOVE
 AND ADVENTURE STORMS
 TO GALLANT LIFE ON
 THE SCREEN!**

COLUMBIA PICTURES presents
Alexandre Dumas'
The FIGHTING GUARDSMAN

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
 JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu" by Alexandre Dumas • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

150-Line Ad Mat FG-37B—2 Cols. x 75 Lines

They made history...
 and **LOVE!**

Storming out of the past their amazing adventures thrill the world as a dashing rogue and his beautiful blonde defy a king to win your heart!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
 JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

Based on "The Companions of Jehu" by Alexandre Dumas

150-Line Ad Mat FG-36B—2 Cols. x 75 Lines

Feared
BY THE KING'S ARMY!

Idolized
BY A BAND OF BRIGANDS!

Loved
BY A LOVELY BLONDE WITCH!

Swashbuckling adventure sweeps across the screen... as a dashing rogue captivates your heart!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'

THE Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER • JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu" by Alexandre Dumas
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

400-Line Ad Mat FG-20C—3 Cols. x 133 Lines

The FIGHTING GUARDSMAN

THE Fighting Guardsman

The FIGHTING GUARDSMAN

The Fighting Guardsman

UTILITY MAT FG-51B
At your National Screen office

From the lusty pages of a spectacular novel... gallant adventure storms onto the screen!

COLUMBIA PICTURES presents
Alexandre Dumas' THE Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER • JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu" by Alexandre Dumas
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

300-Line Ad Mat FG-25B—2 Cols. x 150 Lines

They made history... and LOVE!

COLUMBIA PICTURES presents
Alexandre Dumas' THE FIGHTING GUARDSMAN

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER • JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu" by Alexandre Dumas • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

112-Line Ad Mat FG-45B—2 Cols. x 56 Lines

COLUMBIA PICTURES presents
ALEXANDRE DUMAS' THE Fighting Guardsman

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER • JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

Adventure! Gallantry! Spectacle! Daring! Romance!

100-Line Ad Mat FG-44B—2 Cols. x 50 Lines

Share Their Loves And Adventures!

COLUMBIA PICTURES presents
Alexandre Dumas' THE FIGHTING GUARDSMAN

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER • JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

74-Line Ad Mat FG-35B—2 Cols. x 37 Lines

MOST **DARING** ROGUE IN AN AGE OF DARING!

MOST **ROMANTIC** FIGURE IN A WORLD OF ROMANCE!

MOST **THRILLING** PICTURE IN A SEASON OF THRILLS!

COLUMBIA PICTURES presents
Alexandre Dumas'
"The Fighting Guardsman"
with
WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by FRANZ SPENCER and EDWARD DEIN
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

Based on "The Companions of Jehu" by Alexandre Dumas

300-Line Ad Mat FG-39C—3 Cols. x 100 Lines

THEY MADE HISTORY AND LOVE!

A dashing rogue and this beautiful blonde defy a king... to win your heart!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The FIGHTING GUARDSMAN
with WILLARD PARKER • ANITA LOUISE
JANIS CARTER • JOHN LODER
EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

Based on "The Companions of Jehu" by Alexandre Dumas

250-Line Ad Mat FG-19C—3 Cols. x 83 Lines

HIS THE NAME THAT MADE KINGS TREMBLE
...THE LIPS THAT MADE WOMEN SWOON!

Amorous...
Adventurous...
Fearless... Always ready for the call to arms in battle...and the call of arms in love!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman
with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Based on "The Companions of Jehu" by Alexandre Dumas • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

250-Line Ad Mat FG-18B—2 Cols. x 125 Lines

Storming Out of the Past...On Wings of Adventure!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman
with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein • Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

60-Line Ad Mat FG-34B—2 Cols. x 30 Lines

OUT OF ALEXANDRE DUMAS' IMMORTAL STORY...ONTO THE SCREEN IN ALL ITS GALLANTRY AND GLORY!

Adventurous!
Temptress!
Beauty!
Rogue!
Lover!

COLUMBIA PICTURES presents
Alexandre Dumas'
The Fighting Guardsman
with WILLARD PARKER • ANITA LOUISE
JANIS CARTER • JOHN LODER
EDGAR BUCHANAN • GEORGE MACREADY
Screen Play by Franz Spencer and Edward Dein
Based on "The Companions of Jehu" by Alexandre Dumas
Produced by MICHEL KRAIKE
Directed by HENRY LEVIN

300-Line Ad Mat FG-38B—2 Cols. x 150 Lines

They Made History...and Love!

COLUMBIA PICTURES presents
ALEXANDRE DUMAS'
The Fighting Guardsman
with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY
Based on "The Companions of Jehu" by Alexandre Dumas

42-Line Ad Mat FG-33A

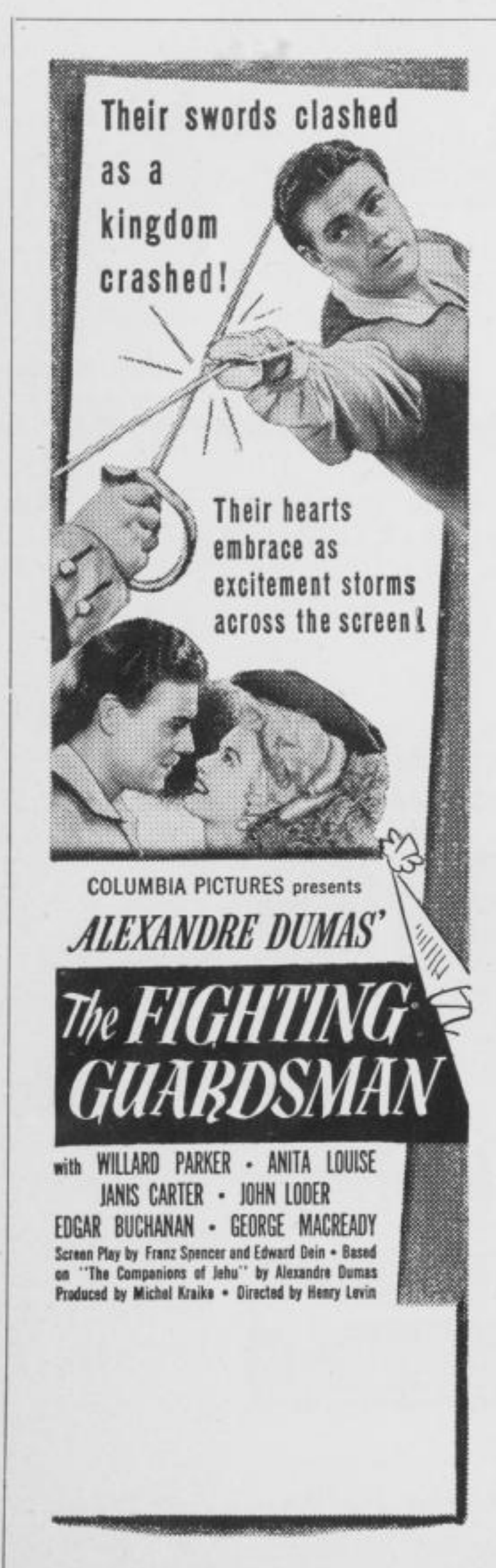


200-Line Ad Mat FG-46B—2 Cols. x 100 Lines

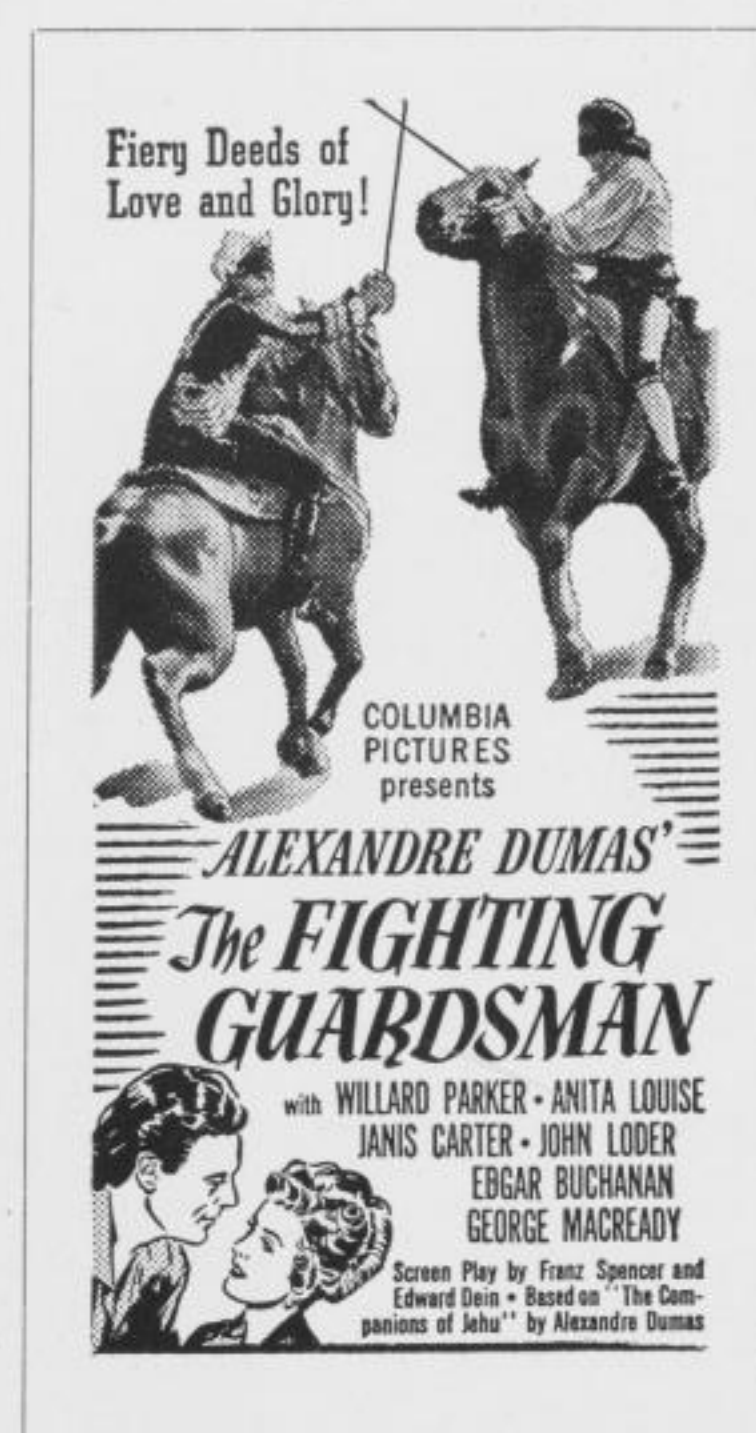


150-Line Ad Mat FG-17B—2 Cols. x 75 Lines

All mats at the National Screen Office serving your area



100-Line Ad Mat FG-42A



56-Line Ad Mat FG-31A



14-Line Ad Mat FG-41A



100-Line Ad Mat FG-16A

EXPLOITATION

Poster Front Sells Thrills and Romance!

Build a front that will sell the swashbuckling action and the heart-tingling romance of "The Fighting Guardsman" by using Columbia's stock posters and blow-ups of stills as shown here. The overhead board is made almost entirely from the stock 24-sheet. Cut out the lettering and the figure of Willard Parker (right) and mount them as shown. The female figure at the left is blown up from Still No. Art 3. Adapt the figure of Anita Louise from the 24-sheet, if you prefer to use poster art. The left three-sheet panel contains the stock three-sheet poster. The right panel comprises the lettering from the three-sheet poster, cut along the lines of the swords, with a blow-up of Still No. 152 set in the upper portion. Have your sign man handletter the headline in this panel.



ROMANCE ANGLES

Sell the romance of "The Fighting Guardsman" by using the following suggestions:

1. Have a florist supply you with flowers for ladies attending the opening day showing. Limit the offer to evening performances. Feature the florist on a lobby sign and have him set up a special "Fighting Guardsman" window with stills, announcements of the offer, playdate, etc.
2. Invite as theatre guests on opening day local couples married fifty years or more, and young couples who are going to be (or have been) married that day. A group photo of the oldsters and the youngsters in your lobby will make good romantic "copy" for the newspapers.

ADVANCE TRAILER

Give your patrons an exciting preview of the romance and action of "The Fighting Guardsman" with this fast-moving trailer! Order today from

NATIONAL SCREEN SERVICE

PERFUMED HERALD

Intrigue the ladies with the love-story thrills of "The Fighting Guardsman" by distributing perfumed cards printed from the mat (shown here in reduced size) in and away from the theatre. Spray the cards with inexpensive toilet water or enclose them for a few days in a box which has been sprayed on the inside with perfume. You can carry out this stunt on your own at very low cost, or you can tie up with a perfume shop to supply the "scent" and pay for the cost of printing. Print the shop's ad on the back of the card. Add theatre name, picture credits and playdate on the front.

Order Mat FG-52B (3" x 5")
from your local National Screen office.



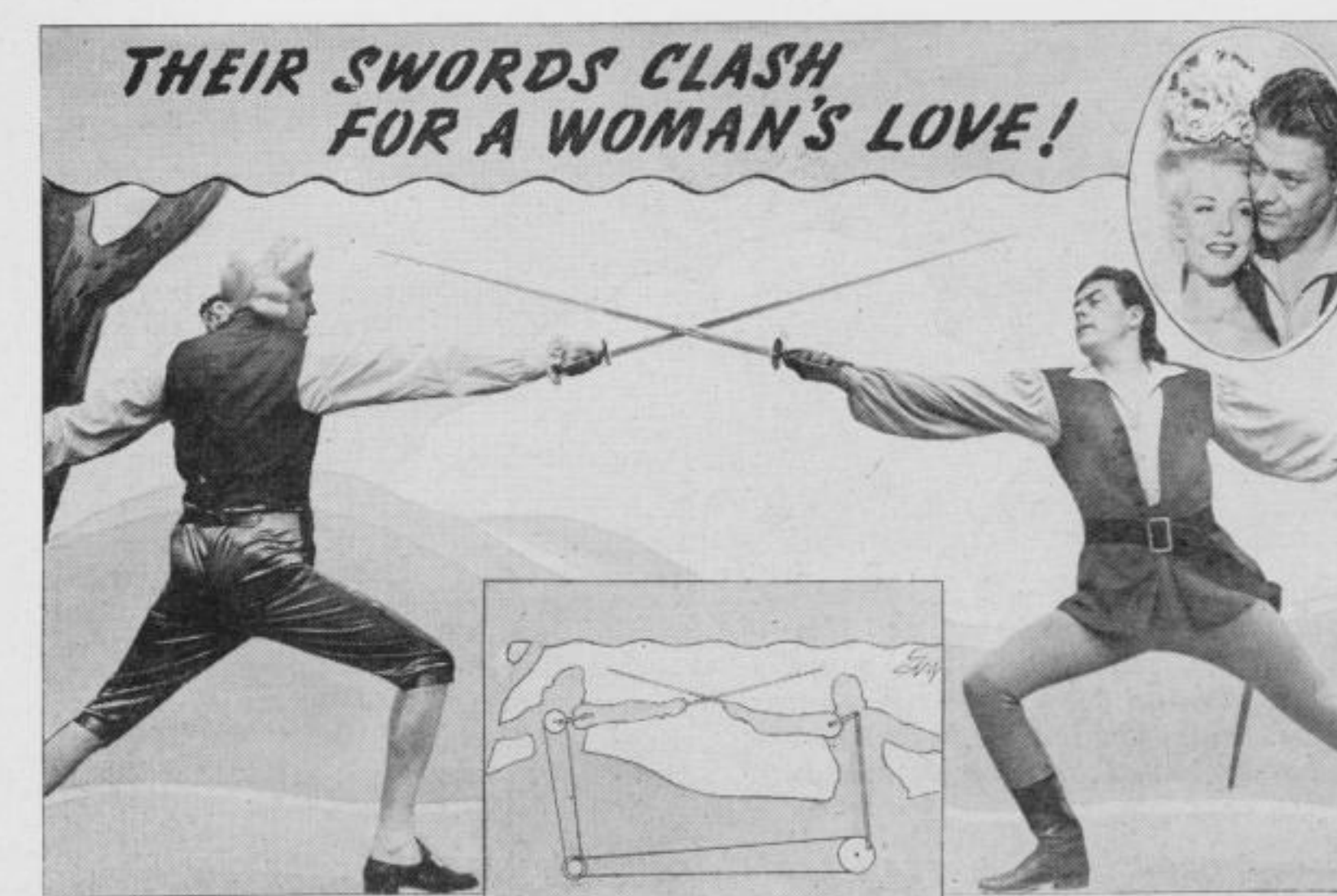
DOUBLE PEEP!

Set up a lobby peep box with two openings through which patrons may look inside. Letter "For Girls Only!" over one opening through which the ladies can look at handsome Willard Parker on Still No. 126—and "For Boys Only!" over the other through which the boys can look at lovely Janis Carter on Still No. Janis Carter 31. Inside the box, with the stills, place cards bearing players' names, picture billing, playdate information, etc.

FOIL DISPLAY

Assemble a lobby display of fencing equipment, aided by fencers, sporting goods store owners, teachers and private collectors of swords, etc. Label each item or have an interested exhibitor stand by to answer patrons' questions. The sign, with full credits, should be fashioned to get crowds in to see the swashbuckling action of "The Fighting Guardsman." Use this display as an interest-builder (advance). Move it to a large store window currently with the run of the picture.

Animated Display That's Easy to Make



Build this animated lobby dueling display to bring the thrilling action of clashing swords to your patrons. Life-size blow-ups of (left) John Loder (from Still No. 132) and (right) Willard Parker (from Still No. 124) can be animated to make a crowd-stopping display! Mount the arms separately, as shown on the diagram, and follow the plan carefully. The swords can be made of silvered dowel sticks, compo-board or light metal. Use 1" x 2" white pine strips for motivating the arms and reinforcing the blow-ups. The motor is 1/4 horse-power, attached to pulleys by leather cord or straps. All joints are bolted loosely and act as pivots. The arm at the left is slotted and mounted so that it will slide back and forth easily without falling off. The clinch in the upper right is blown up from Still No. 152 reversed. Letter the copy on the valance, and display billing credits and playdate on a sign placed where the working diagram is shown in the illustration.

HONOR 'GUARDSMEN'

Inspire a newspaper picture story honoring local National Guardsmen now in active service (their names are available at your Army Public Relations Office), describing them as 'BLANKTOWN'S FIGHTING GUARDSMEN' and telling on what fronts they are serving. Your editor has pictures and civilian life details in his files, and can do a sure-fire "local interest" layout just before your opening. Have the most decorated hero (discharged or on furlough) interviewed over the radio! Promote gifts from merchants and honor the "guardsmen" (home or away) on your stage opening night.

NAME FIGHTING GUARDSMEN

Plant a one-day contest with your newspaper just before your opening of "The Fighting Guardsman," asking readers to identify famous "fighting guardsmen" of history, as suggested here:

1. He came "out of the west." (Lochinvar)
2. He loved Maid Marion. (Robin Hood)
3. They called him the Vagabond King. (Francis Villon)
4. Queen Guinevere was his girl friend. (Sir Lancelot)
5. He sang a great song. (Roland)

HIT SPORTS PAGE

Get your sports editor to run a column based on the dueling episodes in "The Fighting Guardsman." He can trace the evolution of fencing from a "life-and-death" matter to the sport it is today. Pique the editor's curiosity by asking him to name the present world's fencing champion, what different types of swords are used, etc. Try to have this column (heavily spiked with picture references) appear two or three days in advance of opening. If newspaper says no, suggest the story to your local radio sports commentator for one of his broadcasts.

FEATURE 'GUARDSMEN'

Here's an "Heroic Exploits" feature story that no editor should turn down because it will (1), spotlight local heroes; (2), capitalize on women's traditional admiration for feats of daring; and (3), prove that romance is just as alive today as it was in the days when "The Fighting Guardsman" kidnapped the villainous Louis XVI and struck a blow for freedom—the same freedom from tyranny that men are fighting and dying for today. Every town has at least one hero, cited for bravery; some towns have scores. This is your "in!" Follow this editor-selling program:

1. Tell him about the picture. (Scan the press book.)
2. Cite the "fighting guardsmen" of Blanktown—the heroes!
3. Remind him that women, as always have admired masculine courage.
4. Suggest names of local heroes and have him supplement this by referring to his "morgue" (newspaper library).
5. Be armed with good action stills from the picture.
6. He can work in judiciously comment from wives and sweethearts, who are applauding their special heroes from afar, and waiting impatiently for the day of victory.
7. Make sure that full picture mention is included in the story.

BREAK WOMAN'S PAGE

Interest your woman's page editor in doing a story on changing standards of masculine gallantry since the time of Roland (late eighteenth century), or before, and the present day. She should get plenty of help by inviting letters from readers, both men and women, discussing whether men of today are more or less gallant than those of the past. These letters might be reprinted as they are, with some editorial comment, or woven into the woman's page feature — local comment on such figures as Lochinvar, Don Juan, Robin Hood, Villon, etc. Try to have the story appear at least a week before your opening of "The Fighting Guardsman," with full credits. Blow it up for lobby during run.

LOCAL 'GUARDSMEN'

Spotlight local "fighting guardsmen" of today by persuading your editor to head his "news-of-servicemen" column (or page) with this slug-line: "NEWS OF OUR FIGHTING GUARDSMEN." Almost every newspaper carries such a section, and, if the editor is friendly, you can impress your title on all the readers! Point out, as added inducement, that today's "fighting guardsmen" are doing the same job for freedom as Roland ("The Fighting Guardsman") did—and deserve plenty of credit. Try to get full picture and playdate mention.

STATE GUARD NIGHT

Make the opening night "State Guard Night" and clear the way for newspaper and radio breaks. Getting cooperation of the State Guard, proceed along these lines:

1. Have Guardsmen as theatre guests, riding off a special section. (Mark it well!)
2. In advance stories, salute your guests as "Blanktown's Fighting Guardsmen, etc."
3. Promote feature stories on history of unit. (With pictures!)
4. Have your guests, in full uniform, march to the theatre, thereby providing a good news story (with pictures)—and subtle street ballyhoo.
5. Idea could be tied with enlistment drive.
6. Guardsmen could man War Bond booths during run of "The Fighting Guardsman."

EMPHASIZE ROMANCE

Persuade your newspaper editor to assign an inquiring photographer (or reporter) to cover the busier sections, asking women the following question—or one with similar thought:

From the standpoint of romance, in which period of history would you prefer to have been alive—and why?

Top of the column should emphasize that the question is inspired by "The Fighting Guardsman," action of which is set in the romantic eighteenth century.

FOR LEG ART DISPLAYS AND TIE-UPS

Mount these stills of lovely Janis Carter for an eye-catching lobby display, and show them to editors (amusement, woman's page, picture or feature) for sure-fire picture breaks. In addition, use them for as many tie-ups as you can arrange. They're naturals for swim-suit and beach cosmetic exhibits in women's wear and department



stores, also for displays of lawn table-and-chair sets, beach mats, wicker furniture and beach balls. Just remember—no direct or implied endorsements! You will probably have little difficulty in getting attractive space in windows of stores catering to men, too!

Order stills from your local National Screen exchange.

'GUARDSMEN' CLUBS

Sponsor "Fighting Guardsmen" clubs for youngsters in cooperation with your local CDVO. Make them eligible for membership if they participate in scrap drives, War Bond and Stamp sales, saving waste fats, combating juvenile delinquency, etc. Design simple colorful membership cards, giving ample credit to "The Fighting Guardsman." Scrap drive winners should be invited to be theatre's guests at opening. Make sure that all publicity is infiltrated with "The Fighting Guardsman" mentions.

FOR CHOICE FASHION WINDOWS

Get stills of these three fashions, modeled by lovely Janis Carter, into windows of misses' wear shops and department stores, together with full picture and playdate credits. Try for a break on your newspaper's fashion or women's pages, too. Please remember—no direct or implied endorsements.



Still No. Janis Carter 78: Pale grey crepe pastels for dining or dancing; accented with gay, forward-tipping hat of aqua felt.

Still No. Janis Carter 82: Simplicity is the keynote of this gown, emphasized with graceful, glowing cascade, grey feather hat.

Still No. Janis Carter 86: Purple pastel gown, interesting side-buttoned effect with felt petals dressing up the hat.

Order stills from your local National Screen exchange.

CO-OP AD SELLS ROMANCE ANGLE

Sell the heart-stirring romance of "The Fighting Guardsman" to women by appealing to them to look their romantic best when their "fighting guardsmen" come home from the battlefronts. Sell the idea to the advertising managers of department stores and all shops featuring ladies' apparel, etc. You can apply the ad slant to house furnishings, photographers, book stores, etc. Weave the same romantic idea into store windows and counters. Use plenty of stills and credit cards.



FOR BEAUTY SHOPS

Win women's attention with the "King's Lady" coiffure (from "The Fighting Guardsman") and its modern counterpart, both modeled by Janis Carter. Point for window displays in local beauty shops. Urge beauticians to promote the coiffure, pointing out that adaptations of this period are particularly fashionable this season. (Note the similar sweep back from the forehead, the swept-up right side and the low roll which frames the face on the left.) Mount these stills attractively on white cardboard—with full picture, billing and playdate credits. Also offer these stills to your newspaper's beauty editor. Please be certain there is no direct or implied endorsement.



Department or sports stores: Still No. 124, 125, 127, 128 (illustrated), 129, 132; Beach wear: Still No. Janis Carter 114 (illustrated), 101, 108, 111, 118, 116; Candy shops: Still No. 98.

Order stills from your local National Screen exchange.

SPOT THESE TIE-UP STILL



Department or sports stores: Still No. 124, 125, 127, 128 (illustrated), 129, 132; Beach wear: Still No. Janis Carter 114 (illustrated), 101, 108, 111, 118, 116; Candy shops: Still No. 98.

Mount these stills on cardboard and set them in choice locations, with full credits. No direct or implied endorsements, please.

Order stills from your local National Screen exchange.

Plant This 5-Column Preview Strip Today!

IT ALL STARTS WHEN people's champion, Baron de Sainte-Hermine (Willard Parker), popularly known as Roland, falls in love with Amelie (Anita Louise), sister of his bitter enemy, Gaston de Montrevel (George Macready), henchman of the tyrant Louis XVI of France (Lloyd Corrigan).



Roland and his band set a trap for the King by having Christine (Janis Carter), the friendly innkeeper's daughter, flirt her way into the King's good graces, so expertly that the unsuspecting monarch takes her with him to his country villa.



Gaston, sure that Roland is the Baron, leads the King's men to capture him — and, in the set-to, they are roundly beaten, Gaston killed. Amelie spurns Roland, thinks him her brother's murderer, decides to wed Sir John (John Loder).



Undaunted, "The Fighting Guardsman" and his band set out to kidnap the King and rescue Amelie. Roland is overpowered, but, reconciled with Amelie, escapes with her, aided by Sir John. The peasant army sweeps down on the tyrant King.

HIGHLIGHTS

Order Mat FG-1E-at your National Screen office. Stills are Nos. 26, 128 and 155.

FEATURE SWORDPLAY!

Find your town's best fencer—emphasizing fast swordplay action of "The Fighting Guardsman"—by putting on a contest for members of school fencing classes, clubs, etc. Elimination matches should be started at least two weeks before your playdate, and finals might be held on your stage opening night. Provide suitable awards for the winner and runner-up. Have cooperative merchants supply prizes, and have all contestants as your guests. Ask newspapers to cover the finals (with a photographer!) and invite a group of fencing instructors to do the judging. Winner should be identified in newspaper caption as "The Fighting Guardsman" of Blanktown.

COATS-OF-ARMS

Invite school children to submit designs for a coat-of-arms for "The Fighting Guardsman," via newspaper and school announcements, telling briefly that he stormed a castle to capture a tyrant and rescue a beautiful woman! Coats-of-arms are based upon traditional exploits of this nature, and you can add up-to-the-minute interest by having your announcement include requests for designs for Generals MacArthur, Marshall, Montgomery or Eisenhower. Make a lobby board of the best designs and award guest tickets to winners.

ACTION BOOKMARKS

Print book-marks for schools, libraries and book stores, using the action - packed mat which is illustrated at the right in reduced size. Copy on the reverse side should carry list of recommended Dumas classics, the library address and your theatre imprint. Make sure that a plentiful supply of these book-marks is distributed at least two weeks before your playdate.

Order Mat

FG-53A

(2" x 7½")

at your

local National Screen office.



SELL TO SCHOOLS!

ENGLISH CLASSES— Have English teachers inspire pupils to read Alexandre Dumas' great novel, "The Companions of Jehu," on which "The Fighting Guardsman" is based, and help the idea along by offering free tickets to the student who, in the opinion of the teacher and yourself, writes the best book report.

WOODWORKING— Sponsor a contest for woodworking students (in manual training classes), in which they will (1) design and carve a coat-of-arms for their families, or (2) design and carve a fencing foil. Award guest tickets to the best craftsmen.

HISTORY— Urge history teachers to emphasize the Louis XVI period of French history, informing pupils that you will give guest tickets to those maintaining the best average in answering the special questions. (Help the teacher frame the questions.)

HOME ECONOMICS— Encourage the originality of sewing students by sponsoring a dress designing contest, with the cooperation of the teachers, the designs to be based on the styles of the period of Louis XVI, but, of course, they should be as modern as tomorrow. Give guest tickets to best designers.

PUBLICITY

(Feature)

(General Advance)

Eighteenth Century Underwear Baffles Film Researchers

A red-faced Hollywood studio recently found out that the current underwear shortage (male) is as nothing to that which prevailed in the pre-Revolution France of King Louis XVI.

The question arose in the preparations for filming of Columbia Pictures' swashbuckler of the period, "The Fighting Guardsman," featuring Willard Parker, Anita Louise, Janis Carter, John Loder and Edgar Buchanan, at the Theatre.

The script calls for the hero (Parker) to discomfort the King's tax collectors by relieving them of their gold and then stripping them down to their underclothing, to wander through the King's forest in a state of deshabille.

Studio researchers spent days on end trying vainly to find what sort of underclothing should be worn. They scanned through scores of books and literally thousands of prints, but all showed the men fully clothed.

All, that is, except one contemporary print that depicts Voltaire dictating to his secretary (male) as he arises from bed and pulls on his trousers. He wears his nightshirt, but no underwear. Yet, he is pulling on his trousers.

The conclusion was inescapable to the researchers. Men of the period just did not wear underwear. They do in the picture, though.

Swordplay and Romance In 'Fighting Guardsman'

Advance reports on Columbia Pictures' "The Fighting Guardsman," which starts its engagement at the Theatre on . . . , say that it is a thundering spectacle of love and adventure storming onto the screen from Alexandre Dumas' stirring novel, "The Companions of Jehu." Film fans who go for costume pictures filled with swashbuckling action, flashing swordplay and tender romance, and what one doesn't, are promised complete satisfaction at the screen adaptation of this well-known masterpiece. All the magnificent pageantry, the sweeping power of that turbulent era in eighteenth century France just preceding the Revolution are said to be graphically portrayed and recreated by the magic which is motion pictures.

Columbia heralds the return of a favorite son with what is described as the plum role in one of the most thrilling pictures of the year. And Willard Parker, who appeared with Rosalind Russell in "What a Woman!" and was just recently honorably discharged from the Army, is said to justify fully his studio's faith in him. Portraying a dashing young French nobleman, who flings aside his birthright and turns outlaw and brigand in an effort to ameliorate the terrible conditions of the peasants under tyrannical King Louis XVI, Parker's return to the screen is called brilliant. A veritable giant of a man, he not only fulfills the physical requirements of a Dumas gallant,



1-Col. Scene Mat FG-24

Stalwart, handsome Willard Parker and the delicate and lovely Anita Louise are featured as the romantic love interest in Columbia Pictures' swashbuckling, action-filled drama of eighteenth century France, "The Fighting Guardsman," current attraction at the Theatre.

but he has captured the reckless manner of the heroes so loved by millions of the world-famous author's fans.

Although Parker naturally dominates the film through the plot and his own personality, we are told that the other featured members of the cast press him for acting honors. Anita Louise, Janis Carter, John Loder, Edgar Buchanan and George Macready all contribute finely etched characterizations.

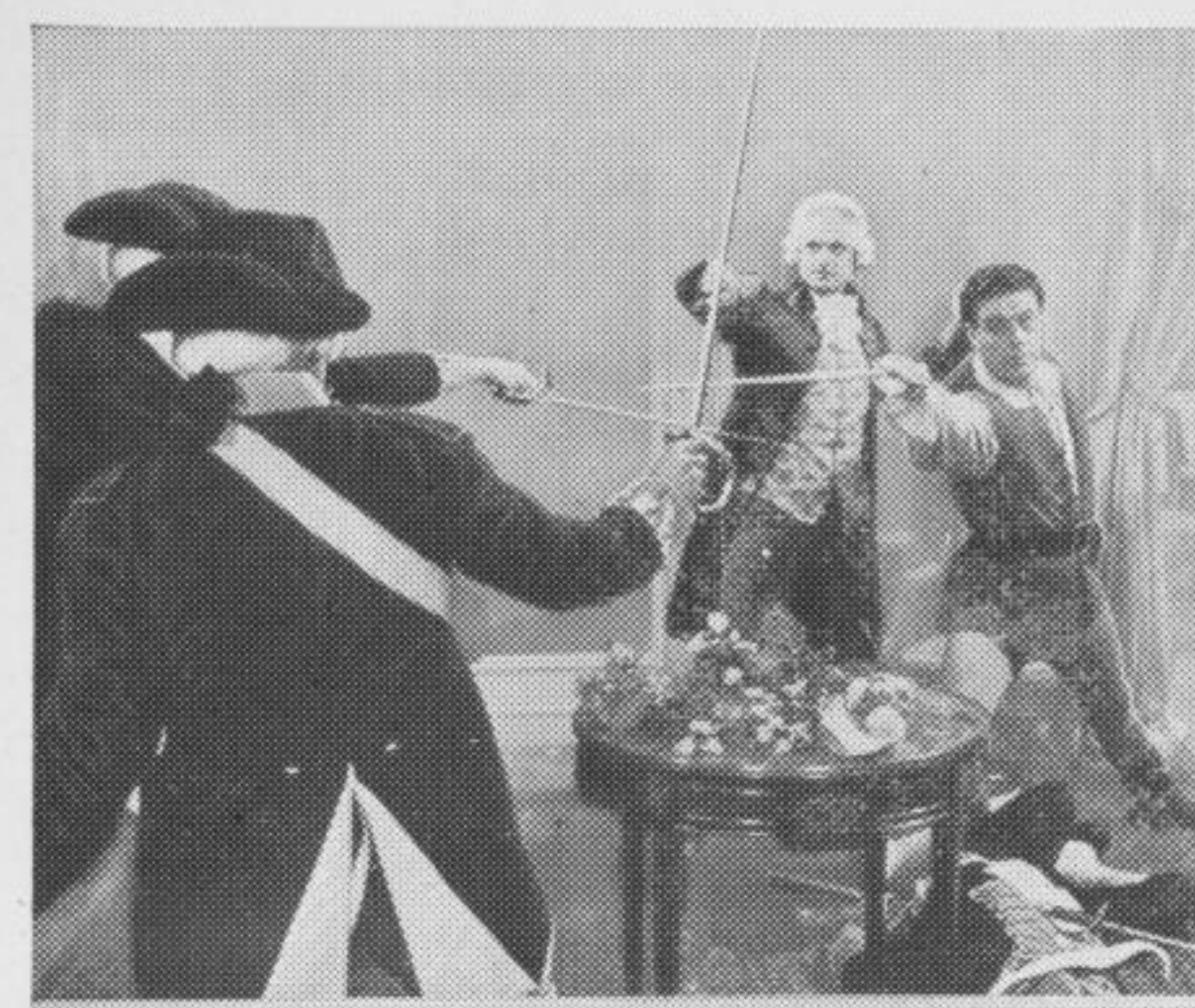
Briefly, the narrative is said to concern the attempts of the nobleman who, with a small band of peasants, stages daring raids on the King's mail coaches, confiscating the gold and turning it over to the oppressed subjects of a royal tyrant. Although he fails in his efforts to force the King to give the people a constitution, he continues his fight for freedom, which later culminates in the Revolution.

Persons who have already seen "The Fighting Guardsman" have related that young director Henry Levin, who also megged "Sergeant Mike" and "I Love a Mystery," does a fine job on his first top-budget production. As a result of his work, he has also been slated to direct another costume drama, "The Bandit of Sherwood Forest," due for early filming.



1-Col. Scene Mat FG-6A

Exciting duels highlighting Columbia Pictures' swashbuckling adaptation of Alexandre Dumas' "The Companions of Jehu," titled "The Fighting Guardsman" and currently playing at the Theatre, are reminiscent of the action-filled silent dramas of the late Douglas Fairbanks, Sr. Here Willard Parker defends himself against George Macready.



2-Col. Scene Mat FG-9B

Swordplay and romantic action abound in Columbia Pictures' "The Fighting Guardsman," currently playing at the Theatre. Here, in one of the thrilling duelling scenes, John Loder and Willard Parker, featured players, hold off a detachment of the King's guard. Anita Louise and Janis Carter lead the feminine contingent.

(Review)

'Fighting Guardsman' Swashbuckling Hit

All the famous thrills, pageantry and intrigue of Alexandre Dumas' immortal novel, "The Companions of Jehu," have now been brought to the screen magnificently in Columbia Pictures' "The Fighting Guardsman," which premiered locally at the Theatre yesterday. The audience was warmly enthusiastic to the scenes of flashing swordplay, tender romance and swashbuckling action, so reminiscent of Douglas Fairbanks, Sr.'s, outstanding hits, "The Three Musketeers" and "The Mark of Zorro."

Set in eighteenth century France, "The Fighting Guardsman" is the story of a young nobleman, who flings aside his birthright and becomes an outlaw, to bring about the downfall of a tyrannical king and the system of injustice and inequality which was so hateful to freedom-loving persons everywhere. With a small band of patriotic peasants, he robs the royal mail coaches and turns over to needy cases the gold which had been extorted from a helpless citizenry. Pinpoints of rebellion flicker to life all over France and culminate in the taking of the Bastille and the beginning of the French Revolution in 1789.

Willard Parker was a fortunate choice for the title role. A veritable giant of a man, he is exceptionally lithe in the strenuous duelling encounters and charmingly tender in the romantic scenes. What a far cry from his characterization as the shy, awkward, book-wormish English professor in

"What a Woman!" with Rosalind Russell!

Also in the excellent cast are Anita Louise, lending her exquisite, cameo-like beauty and sincerity to the role of the dashing nobleman's beloved; Janis Carter as a vivacious blonde witch, mistress to the King; John Loder, very much at ease as an Englishman traveling through France on a secret mission; Edgar Buchanan, round confederate of the band's chief; and George Macready, properly hot-tempered and surly as the King's aide.

Based upon the aforementioned Dumas classic, the screen play by Franz Spencer and Edward Dein retains all the surging power, excitement and spectacular thrills of the original. Henry Levin's direction keeps every scene moving at a swift pace and turns out a well-knit, suspenseful production.

(Opening Notice)

'Guardsman' Starts Swordplay Here

Based upon Alexandre Dumas' "The Companions of Jehu," exciting novel of dangerous intrigue and swashbuckling adventure in the eighteenth century, Columbia Pictures' "The Fighting Guardsman" will start an engagement at the Theatre on . . . Willard Parker, Anita Louise, Janis Carter, John Loder, Edgar Buchanan and George Macready are the leading players. Henry Levin directed from a screen play by Franz Spencer and Edward Dein.



2-Col. Scene Mat FG-10B

Willard Parker, Anita Louise and John Loder are featured players in Columbia Pictures' swashbuckling romance of eighteenth century France, "The Fighting Guardsman," currently showing at the Theatre. It marks Parker's first film since "What a Woman!" and Miss Louise's return to costume drama.

Spot These Radio Announcements

25 word STATION ANNOUNCER: You'll thrill to Columbia Pictures' thrilling spectacle of romance and adventure, "The Fighting Guardsman," opening Friday at the State Theatre. Don't miss this drama of action, intrigue and love.

25 word STATION ANNOUNCER: Don't miss the adventures of the most romantic figure in an age of romance! Don't miss Columbia Pictures' "The Fighting Guardsman," opening Friday at the State Theatre. You'll thrill to its flaming action and tempestuous romance!

50 word STATION ANNOUNCER: You'll thrill to Alexandre Dumas' immortal story . . . brought to the screen in all its gallant glory . . . Yes, you'll thrill to Columbia Pictures' "The Fighting Guardsman," opening at the State Theatre tomorrow. Don't

miss the flaming action and romantic intrigue of "The Fighting Guardsman"—at the State Theatre tomorrow!

50 word STATION ANNOUNCER: See the most daring rogue in an age of daring! See the most romantic figure in a world of romance! See Columbia Pictures' "The Fighting Guardsman," Alexandre Dumas' story of a swashbuckling hero and a beautiful blonde heroine who defy a king! See "The Fighting Guardsman," opening at the State Theatre this Friday! Don't miss it!

75 word STATION ANNOUNCER: You'll thrill to the most romantic, action-packed story ever to be shown on the screen, when you see Columbia Pictures' thrilling picture, "The Fighting Guardsman," opening at the State Theatre Friday! Filled with adventure, with spectacle, with breathless romance, "The Fighting Guardsman" stars Willard Parker with

Janis Carter and Anita Louise. Don't miss "The Fighting Guardsman," coming to the State Theatre Friday! It's the sensational romance of the season, breathless with magnificence, packed with action, thrilling with love!

100 word STATION ANNOUNCER: Adventure! Spectacle! Romance! You'll get them all—and more, too—when you see Columbia Pictures' thrilling picture, "The Fighting Guardsman," opening at the State Theatre Friday. See Alexandre Dumas' great classic on the screen—with all its color, its action, its romance! Thrill to the story of a daring rogue, feared by the King's army, idolized by a band of brigands, loved by a beautiful woman! See Columbia Pictures' "The Fighting Guardsman," with Willard Parker, Anita Louise and Janis Carter Friday at the State Theatre. You'll be breathless during every action - packed, romantic minute! Don't forget—"The Fighting Guardsman"—State Theatre—Friday!

Use These Dramatized Radio Spot Announcements to Sell the Romance and Action of "The Fighting Guardsman!"

TEN 50-SECOND ANNOUNCEMENTS • TEN 25-SECOND ANNOUNCEMENTS • TEN 10-SECOND ANNOUNCEMENTS

All on ONE Double-Faced 16-Inch RADIO TRANSCRIPTION--\$2.50

(Local announcer adds theatre and playdate)

Order direct from:

Advertising Manager, Columbia Pictures Corp., 729 Seventh Avenue, New York 19, N. Y.

(Feature)

California Terrain Offers Facsimile of Many Lands

From time to time since the motion picture industry migrated lock, stock and camera tripod to Hollywood, California, there has been talk of moving at least part of its production activities to some other center, notably to Florida or New York City. But with all due respect to these strongholds of sunshine and culture, the producers remained adamant. Hollywood was it, and Hollywood was going to stay it.

There were many reasons for this decision beyond just plain mulishness. None, however, held more weight than the one about the variety of the California terrain. (Chamber of Commerce please note!)

From the steppes of Siberia, the lush vegetation of Tahiti, to a private fjord in Norway and a villa close to Rome, the world-weary traveller—as ran a popular ditty of not too many years ago—is never far from home. For in California there is more than a reasonable facsimile of every land in the universe.

You've all seen them and marvelled. Take, for instance, the renowned woods near Vienna, celebrated in the Strauss waltz, "Vienna Woods," heard in MGM's "The Great Waltz," and the woods of the Argonne in the same studio's "The Big Parade." To the Charleys who had been there, the locales of these films reeked with authenticity. But it was just a little bit of California, my friends, just California.

California Mountains

So it was the Swiss Alps that you saw in MGM's "The Mortal Storm," the Himalayas of Tibet in Columbia Pictures' "Lost Horizon," the Guadarramas of Spain in Paramount's "For Whom the Bell Tolls." Don't be foolish. There are some very nice snow-capped mountains in California—Sierra Madre. Big Bear, near another famous movie location, Lake Arrowhead (used for any foreign lake you choose), has been seen to represent practically every mountain from Popocatepetl to the Matterhorn.

And if you believe for a moment that the great flat expanses of rice land in MGM's "The Good Earth" were shot anywhere but in California, then you don't know that sun-kist state.

And so it goes. From the halls of Montezuma to the shores of Tripoli, with the sands of the Sahara and the bleak rocks of Iceland thrown in for good measure, time and again the movie companies have found their backgrounds right in their own back yards. A list of all the locations of foreign lands used in making films would not stretch from here to there at all, but merely from one border of Cal-

ifornia to another.

One of the most frequently used, and certainly one of the most famous, is in the San Fernando Valley and has been called Sherwood Forest ever since the late Douglas Fairbanks, Sr., produced his epoch-making "Robin Hood" there. In the remake of "Robin Hood" with Errol Flynn and also in the more recent "The Corsican Brothers," this locale was again prominent, and it has been seen in hundreds of other pictures of the same or lesser importance.

Now, Columbia Pictures has again made Sherwood Forest the background for several sequences in its swashbuckling story of eighteenth century France, "The Fighting Guardsman," currently featuring the six-foot-four actor Willard Parker in the title role and Anita Louise, Janis Carter, John Loder and Edgar Buchanan in other featured parts.

Again in these famous woods and glens, cameras turned to the clash of swordplay and the clomp of galloping hooves. Again a foreign land was depicted on the screen without sending a photographic crew further than a hop, skip and a jump from Hollywood and Vine. It's a gift—of nature.

(Reader)

Corrigan Looks Like Louis XVI

To film actor Lloyd Corrigan has come the distinction of being the only player ever cast in a role because of his resemblance to a face on a coin.

Corrigan plays Louis XVI in "The Fighting Guardsman," Columbia Pictures' swashbuckling tale of masked highway-men who hold up the King's mail coaches in order to seize their cargoes of gold coin, now featuring Willard Parker, Anita Louise, Janis Carter, John Loder, Edgar Buchanan and others at the Theatre.

These coins are known as "Louis" for the monarch whose likeness they bear in profile bas relief. The studio obtained the use of a genuine coin, minted in 1777, with the likeness of the real Louis on its face, and counterfeited additional ones to fill the money bags.

In one scene called for by the script, the actor portraying the King compares his profile with that on the coin, and wonders that his subjects do not recognize him when he goes abroad incognito.

This resemblance of the actor to the real Louis' likeness on the coin thus had to be convincing. So Corrigan, because of his resemblance, got the job.



2-Col. Scene Mat FG-14B

Willard Parker and George Macready engage in an exciting duel in Columbia Pictures' swashbuckling romance of eighteenth century France, "The Fighting Guardsman," currently playing at the Theatre. Lloyd Corrigan, as Louis XVI, unrecognized by the two swordsmen, becomes entangled in the fight, much to his discomfort and fright.



3-Col. Publicity Mat FG-50D

The bark of pistols, the flash of swords and lovely ladies' enticing smiles, galloping hooves and dramatic pageantry, love and romance highlight the action of Columbia Pictures' swashbuckling adaptation of Alexandre Dumas' action-filled "The Companions of Jehu," now titled "The Fighting Guardsman," current attraction at the Theatre. Willard Parker, Anita Louise, Janis Carter, John Loder and Edgar Buchanan are the featured players.

(Feature)

'Sleeper' in Hollywood Slang Is Anything but Somnambulistic

Contrary to what the term may seem to imply, a "sleeper" in motion picture slang usually has the tendency to wake up an audience to the realization that something unexpected and exciting is happening on the screen. Sometimes, the newspaper critics spot a "sleeper" (a small-budget picture—so-called run-of-the-mill film—which seemingly has no claim to fame and consequently has had little publicity).

But more often, as in the big success of any story, it is the film fans themselves who discover an unpretentiousness and an earnestness which is charming and different from much of Hollywood's production. There is something about a "sleeper" which makes movie-goers suddenly look at each other and say, "This is good stuff!" It can be felt in the audience responsiveness to the doings on the screen. When directing, acting and writing click, you have a "sleeper."

'Three Smart Girls'

Universal's "Three Smart Girls" was a "sleeper." It took the studio out of the red, brought fame to its director and producer, Henry Koster and Joseph Pasternak, respectively, and made a star out of its formerly unknown leading player, Deanna Durbin. Quite a few years ago, Paramount released an unimportant little program picture called "The Jungle Princess." But by the time the film reached the neighborhood theatres, Dorothy Lamour was a star, and the sarong which she wore was to be her only garment for many more films to follow.

Ann Sothern was rediscovered when she appeared in "Maisie." Little did MGM realize when they made this small-budget production that a whole series of follow-ups would have to be made to satisfy the public which fell in love with the tough, warm-hearted "Maisie." Director Garson Kanin was discovered when he made "A Man to Remember" with Anne Shirley and Edward Ellis; John Huston directed "The Maltese Falcon" and found fame for himself besides revealing that Humphrey Bogart was star material capable of handling another type

role instead of his usual gangster characterizations.

"Buck Privates" made stars out of a pair of ex-vaudevilleans, Bud Abbott and Lou Costello. Other more recent films which proved surprises at the box-office as well as to the fans were "Hitler's Children," "The Cat People" with Simone Simon, and "Dangerous Blondes" with Allyn Joslyn and Evelyn Keyes.

However, with the release of Columbia Pictures' eighteenth century swashbuckling adventure film, "The Fighting Guardsman," which is now playing at the Theatre, a new twist has been given to the usual "sleeper" story. It seems that the picture was "discovered" during the early production stages. This time it was the studio executives who found that the picture was clicking. The performances of Willard Parker, Anita Louise, Janis Carter, John Loder and other principals and also Henry Levin's direction of the exciting dueling scenes, the drama of dar-

ing intrigue and breathless romance, all blended to impress the officials so highly that the budget was increased and a climactic French Revolution sequence was added, with stirring scenes of the guillotine and of the mob storming the Bastille. Based upon Alexandre Dumas' exciting masterpiece, "The Companions of Jehu," the plot of "The Fighting Guardsman" tells of a dashing young nobleman who leads a group of peasants in revolt against the tyranny of King Louis XVI.

'Guardsman' Based On Dumas Thriller

Columbia Pictures' "The Fighting Guardsman," currently playing at the Theatre with Willard Parker, Anita Louise, Janis Carter, John Loder and Edgar Buchanan in the leading roles, is based on Alexandre Dumas' exciting "The Companions of Jehu."



2-Col. Scene Mat FG-12B

Willard Parker and Anita Louise are the featured love interest in Columbia Pictures' swashbuckling romance of eighteenth century France, "The Fighting Guardsman," now at the Theatre. Based on Alexandre Dumas' thrilling "The Companions of Jehu," the film also features Janis Carter, John Loder and Edgar Buchanan.

(Biographical Feature)

Parker Became Stagehand And Married Show's Star

In all the annals of show business, there is record of only one stagehand who married the star of the show.

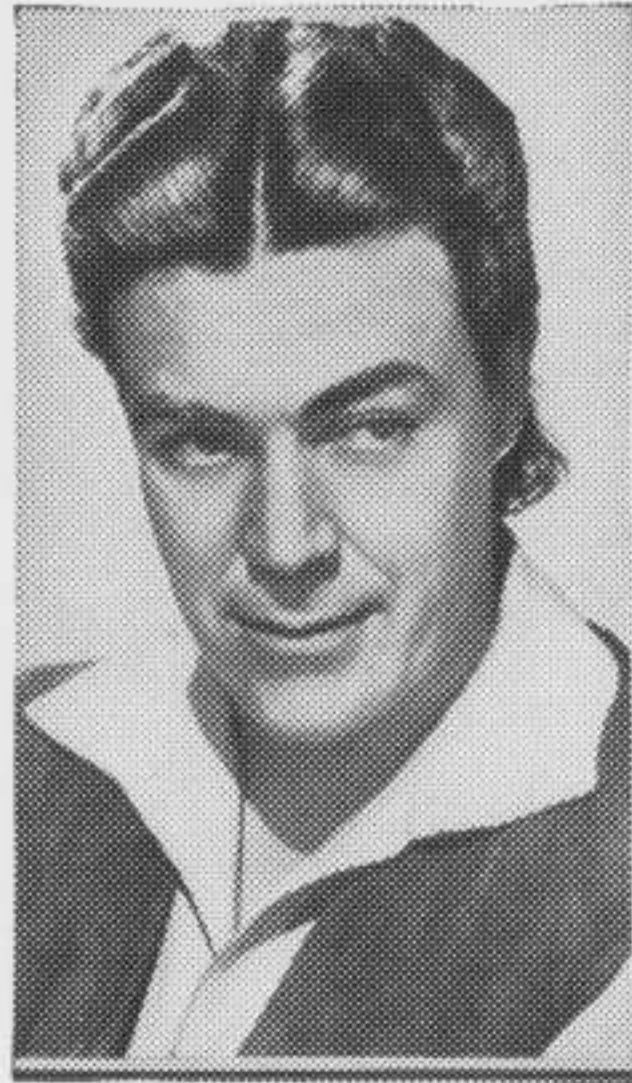
This unusual fellow is a strapping, six-foot-four-inch individual who has gone smack into the lead role of a Hollywood motion picture, Columbia's "The Fighting Guardsman" currently at the Theatre, on the heels of a medical discharge from the combat engineers outfit with which he soldiered and won his sergeant stripes.

His name is Willard Parker, who will be remembered as the new personality of a Rosalind Russell film of two years ago, "What a Woman!" made before he went into the Army, and who came to pictures from a Broadway lead opposite Gertrude Lawrence.

His stagehanding was valid, if temporary. It occurred when he was trouping with a stock company at Ivoryton, Conn., and the billing out front read: "Next week—'The Women.'" There was no place for Willard, of course, in the all-female cast. So, being broadminded, he took on the duties of stagehand.

An actress by the name of Marion Pierce was cast in the lead role. In the course of the play's rough-and-tumble action—physically as well as conversationally—the charming Miss Pierce was thrown into the wings at each performance by one of her colleagues. There had to be a stagehand in the wings at the right time during every show to catch Miss Pierce and thus save her from being bruised. Willard Parker was that stagehand. So he married

the girl shortly afterwards. At birth, on a Feb. 5, in New York City, Willard was given the name Worster by his parents, August and Lillian Wors-



1-Col. Scene Mat FG-4A WILLARD PARKER

ter Van Eps. His father was Netherlands vice consul in Manhattan until his death in 1943. The actor's early ambition was to be a New York state trooper. His first job was as a meter reader for the New York Edison company. Before coming to pictures, he gained his greatest renown as Gertrude Lawrence's leading man in "Lady in the Dark" for two solid years, having replaced Victor Mature in the "hunk of man" role.

(Biographical Feature)

Janis Carter Started Career As Church Soloist

Some movie actresses received their start via the "strawhat" circuits. Other reached Hollywood by playing the "borscht belt." The career of Janis Carter, currently appearing in Columbia Pictures' "The Fighting Guardsman" at the Theatre, was given impetus by singing in churches of several different denominations.

As a matter of fact, Janis' time at one point was fully occupied by church solo work. While in New York, each Sunday, she sang at a Catholic Church at 6 a.m., at 11 in a High Episcopal house of worship, at 4 p.m. in a Lutheran church, at 8 in one of the Presbyterian faith. And in addition, Janis sang at Wednesday night prayer meetings plus lifting her voice in song on Saturday at a synagogue.

Janis Carter was born in Cleveland, Ohio, where she attended grade and high school. Later, she went to Western Reserve University, from which she graduated with both a Bachelor of Arts and a Bachelor of Music degree. At college,

Janis sang the lead in several Gilbert and Sullivan operettas, and played "straight" roles in three Noel Coward comedies.

After her stint on the church circuit in New York, Janis decided to try radio. She obtained a job with the Philip Lord advertising agency, and wrote scripts for such programs as "Gang Busters" and "We, the People," in hopes that this would lead to a singing break. Eventually, it did, and Janis obtained a vocal spot with Grace Moore on the Nash-Lafayette Hour.

The songstress received her first chance in a Broadway show in "I Married An Angel." Her next break was in "DuBarry Was a Lady." In this last show, Janis was spotted by a Hollywood scout, and 20th Century-Fox signed her on a term acting contract.

Eventually, Janis switched allegiance to Columbia Studios, where she made her bow in "Swing Out the Blues" and has had leading roles in many others.

(Catchline Reader)

Film Rogue Steals Girl, Kidnaps King

He kidnapped a king . . . stole a beauty . . . lived a life no other rogue has ever dared to live! From the lusty pages of Alexandre Dumas' stirring story . . . fiery deeds of love and glory live again in Columbia Pictures' "The Fighting Guardsman" now playing at the Theatre. In a flaming drama of intrigue and gallantry, a dashing adventurer and his band of brigands scale amazing heights of motion picture entertainment!

Featured players in this eighteenth century swashbuckler adapted from the exciting "The Companions of Jehu" are Willard Parker, Anita Louise, Janis Carter, John Loder, George Macready and Edgar Buchanan. Henry Levin directed.



1-Col. Scene Mat FG-3A JANIS CARTER

(Biographical Feature)

John Loder Called Hollywood's Most 'Stuck-Up' Actor

The questionable distinction of being Hollywood's most "stuck-up" actor of 1945 has just come the way of John Loder.

In the course of his acting chores playing a featured role along with Willard Parker, Anita Louise, Janis Carter and Edgar Buchanan in Columbia Pictures' eighteenth century swashbuckler, "The Fighting Guardsman," currently at the Theatre, John succeeded in being painfully punctured in the right thigh by a sword blade, and then being bruised hard on the shoulder by a flying weapon which had been torn from the hand of Willard Parker. In the second incident, bloodshed was averted only by the fact that the sword was button-tipped.

For John, of all people, to be thus injured was a paradox in itself. As a onetime cavalryman in the King's Hussars in England, John was thought to be right handy with a saber, and most unlikely to suffer a wound in the simulated—if active—swordplay of the cinema.

He was born in London, January 3, with the real name of John Muir Lowe fastened on him by his parents, General Sir William and Lady Frances Lowe. In the first world war,



1-Col. Scene Mat FG-7A JOHN LODER

John was a lieutenant at the assault on Gallipoli, and had his head bashed in by a rifle butt a year later on the western front at Amiens. He was taken prisoner by the Germans, and after the Armistice joined the British military mission in Berlin.

In 1924, he landed a job as an extra in an Alexander Korda film being made there. A fellow extra was Marlene Dietrich. John went on to make pictures in England, and by 1926 was co-starring with a Birmingham school teacher named Madeleine Carroll.

He first came to Hollywood in 1928, during the turmoil that attended the advent of sound pictures. Returning to the Continent, he appeared for a while in French films, and then came back to America to stay on for many more leading roles, of which the one in "The Fighting Guardsman" is the latest.

(Closing Notice)

'Guardsman' Ends Local Swashbuckling

Columbia Pictures' "The Fighting Guardsman," currently thrilling film fans with its tale of adventure, intrigue and tender romance will end its successful run at the Theatre on . . . Willard Parker, Anita Louise, Janis Carter, John Loder, Edgar Buchanan and George Macready are the principals in a thrilling tale of intrigue and gallantry in the stormy days just preceding the French Revolution. Henry Levin directed.

(Biographical Feature)

Romantic Costume Drama Returns Anita to Screen

"Comeback" is a strange term to apply to lovely, blonde Anita Louise, who is one of Hollywood's "veteran" actresses. But that is what she is making in Columbia Pictures' swash-



1-Col. Scene Mat FG-5A ANITA LOUISE

buckling action-thriller, "The Fighting Guardsman," with Willard Parker, Janis Carter and John Loder now at the Theatre.

When war was declared, Anita was one of Hollywood's first personalities to give up her screen work and devote her time exclusively to war work. However, she returned to the screen after a year and a half absence, under long term contract to Columbia. Today, Anita proudly represents the distaff

side of Hollywood's first and only "All-Service" couple. Anita is a nurse's aide, on duty at the Santa Monica Hospital. Her husband, Major E. Maurice (Buddy) Adler, is with the U. S. Army Signal Corps.

Born in New York City, January 9th, 1917, Anita, at the age of seven, made her stage debut in the New York production of "Peter Ibbetson." She has been prominent in the theatrical world ever since.

Anita's first picture was a silent movie, "The Sixth Commandment," with Neil Hamilton. With the advent of the talkies, Anita hit her professional stride. Such pictures as "Millie," with Helen Twelvetrees; "Our Betters" with Constance Bennett; "The Most Precious Thing in Life," "Are We Civilized?" "Swan Song," and many others established her as one of the screen's most talented actresses.

One of Anita's great ambitions was realized when she made a hit as Titania, the Fairy Queen in "A Midsummer Night's Dream." She was thrilled over working with the famous Max Reinhardt, Bronislawa Nijinska, the ballet mistress, and all the other noted personages involved in transferring the Shakespearean classic to the screen.

Since then, Anita has played leading roles in "The Story of Louis Pasteur," "Anthony Adverse," "Green Light," "That Certain Woman," "First Lady," "Fovarich," "Marie Antoinette," "My Bill," "The Sisters," "The Little Princess," "These Glamour Girls," "Harmon of Michigan," "Dangerous Blondes," "Nine Girls," and "Casanova Brown."

(Biographical Feature)

Scouts Nabbed Buchanan At Pasadena Playhouse

Sometimes, on the door of a dentist's office, the patient may see a little sign reading "Out to lunch; back in fifteen minutes." But in the case of Edgar Buchanan, dentist and Columbia contract player, the sign would read: "Out to act; back Goodness Knows When!" Now considered one of Hollywood's outstanding character actors, he is currently appearing in an important role in Columbia Pictures' "The Fighting Guardsman," at the Theatre.

Born in Humansville, Mo., a town of 600 inhabitants, Buchanan took his father's word for it that dentistry was a good profession, and studied for it, first at the University of Oregon, then at North Pacific Dental College in Portland. At the former institution, he took a drama course under Fergus Reddie, and liked it. He liked it so much, in fact, that he wanted to give up his dental studies and go East to enroll in Professor George B. Baker's famous drama workshop. But, Dr. William Edgar Buchanan, his father, dissuaded him.

But, for all his success with teeth, he hadn't forgotten his ambition to act. He had taken part in school dramatics, and even while he was in practice, he did some bit acting.

Then he and his wife (he married a dentist—Dr. Mildred Spence) decided to move to Pasadena. The fact that it was the home of a famous community theatre and only nine miles from the cinema capital had a good deal to do with the decision. He opened dental offices in nearby Altadena, where many of his patients were players. A few well-placed words here and there, and soon Dr. Edgar Buchanan was acting in the Pasadena Community Playhouse.

Seen there by Columbia officials, he was invited to the Columbia lot by director Wesley Ruggles to test for "Arizona." He won a lead role and a seven-year contract, going on to parts in many top-budget pictures.

(Holdover Notice)

'Fighting Guardsman' Stays On Here

Because of enthusiastic audience response to Columbia Pictures' "The Fighting Guardsman," screen adaptation of Alexandre Dumas' exciting swashbuckling adventure in the eighteenth century, "The Companions of Jehu," the film's engagement will be held over at the Theatre until . . . Willard Parker, Anita Louise, Janis Carter, John Loder, Edgar Buchanan and George Macready are the principals in a thrilling tale of intrigue and gallantry in the stormy days just preceding the French Revolution. Henry Levin directed.



1-Col. Scene Mat FG-8A

Willard Parker and Janis Carter are seen in Columbia Pictures' swashbuckling adaptation of Alexandre Dumas' "The Companions of Jehu," currently at the Theatre under the title of "The Fighting Guardsman."

(Feature)

French Revolution Makes Stirring Film Background

Probably no other episode in history has produced so many great dramas as the French Revolution. Totally absorbing in its stark extremes between nobility and peasants, glory and despair, jeweled gowns and filthy rags, magnificent pageantry and hopeless want, idealism and treachery, the Revolution provides an almost limitless basis for tales of heroism, courage and swashbuckling adventure.

Movie fans will never forget the many excellent films which have already graphically depicted the events of these stirring times: D. W. Griffith's tender and appealing "Orphans of the Storm" with Lillian and Dorothy Gish; the fiery and eloquent "Captain of the Guard" with John Boles and Laura La Plante; the exciting "Scaramouche" with Ramon Novarro, Alice Terry and Lewis Stone; the thrilling dare-deviltry of "The Scarlet Pimpernel" with the late Leslie Howard and Merle Oberon; Dickens' immortal "Tale of Two Cities" with Ronald Colman; and the superb "Marie Antoinette" starring Norma Shearer and Tyrone Power.

Asounding as it may seem, however, these pictures hardly touched the almost infinite phases of the Revolution! Now, once more taking advantage of the wealth of material available on this most colorful of all epochs, Hollywood has fashioned a new film to show the turbulent beginnings of this vast movement. Columbia Pictures' "The Fighting Guardsman," currently at the Theatre where Willard Parker, Anita Louise, Janis Carter, John Loder, Edgar Buchanan and George Macready have the featured roles, tells how a small band of Frenchmen under the leadership of a dashing young nobleman fought against the tyranny of absolute monarchy until with a mighty surging upheaval, an outraged nation threw off the shackles of centuries.

Based on Alexandre Dumas' lusty novel, "The Companions of Jehu," "The Fighting Guardsman" differs from most films on the Revolution which dwell on the blood-thirsty scenes of the Reign of Terror. It is mainly a rousing story of intrigue and gallantry laid in the months just prior to the fall of the Bastille on July 14, 1789.

Filled with flashing swordplay, daring deeds of action and breathless romance in a romantic age, "The Fighting Guardsman" seems destined to take its place among the memorable pictures which have used the Revolution as a background.

(Reader)

Duellist Parker Outnumbers Flynn

There is more than meets the eye in the circumstance that, for a scene in Columbia Pictures' "The Fighting Guardsman," currently at the Theatre, actor Willard Parker meets and bests seven swordsmen.

The script called for Willard to have only four opponents, but he asked his director, Henry Levin, if the number might be upped by three.

"But why?" asked Levin. "Four would serve my purposes amply."

"Well, it's on account of Errol Flynn," Willard explained. "He fought off five guys in one of his pictures. Give me seven and it'll make me look that much braver than Errol."

Others featured in this swashbuckling story of eighteenth century France are Anita Louise, Janis Carter, John Loder and Edgar Buchanan.



2-Col. Scene Mat FG-11B

Janis Carter is burned with jealousy as Willard Parker courts Anita Louise while Edgar Buchanan looks on in Columbia Pictures' "The Fighting Guardsman," eighteenth century story of romance and gallantry, currently playing at the Theatre.

(Feature)

Hollywood Finds Classics Offer Thrilling Movie Fare

The chief sources of Hollywood story material, of course, are the contemporary published novels, the produced plays and the so-called "original" stories written especially for the screen. They probably make up 95 percent of each year's product, and great battles have sometimes been waged by the various studios to see which will get this best seller, that hit play or the new original written by the author-winner of last year's Academy Award.

However, there is another source of material which through the years has been a celluloid mine of gold—the so-called classics, the stories, books and plays which have now run beyond the validity of their copyrights and are in public domain. Some of moviedom's greatest hits have come from their covers—adapted for the special requirements of the screen, of course.

Universal's adaptation of Victor Hugo's "The Hunchback of Notre Dame," starring Lon Chaney is one outstanding example from the silent days. Another one from the composition of Gaston Leroux which served both as a silent and a recent sound picture is the same studio's "The Phantom of the Opera," while Victor Hugo's "Les Misérables" has been filmed three times, twice as a silent and in 1935 by United Artists as a talkie.

Puccini's "Madame Butterfly" furnished a colorful basis in a popular vehicle for Cary Grant and Sylvia Sydney. Wallace's "Ben Hur" was an epic of yesterday, as was "Quo Vadis." The recent "Jane Eyre" and

(Reader)

Real Cameo Graces Janis in Film Role

When Janis Carter several years ago fell heir to an authentic period cameo likeness of the French queen, Marie Antoinette, from the estate of a wealthy aunt, she hardly thought that she would be wearing the trinket to add authenticity to her role in a movie.

Janis portrays a mistress of King Louis XVI—Marie Antoinette's royal spouse—in Columbia Pictures' "The Fighting Guardsman," currently at the Theatre, and even wears a lace and green velvet gown copied exactly from one once worn by the queen herself at a court ball.

And at Janis' throat, above the low decollete of the queen's gown, is the likeness of the queen herself. Antiquarians have assured Janis that the cameo dates from approximately 1789, several years before the queen was beheaded.

(Feature)

Swashbuckling Roles Shot Many to Screen Stardom

There are certain roles in motion pictures which are known as "star-makers." One of the most consistent of these, if the success of the actors whose lot it has been to portray them is any criterion, is a leading role in cape-and-sword films, or swashbuckling costume dramas.

Just think of a few actors who have been fortunate enough to get these assignments; the incomparable Douglas Fairbanks, Sr. in silents; more recently, Errol Flynn, young Doug Fairbanks, Louis Hayward and at the present time, Willard Parker, who is playing in Columbia Pictures' "The Fighting Guardsman." Each of these stars, of course, previously had had varying shares of success. But when a beautiful damsel in distress had to be rescued and a sword was put into his hand—presto! a new hero was born!

Douglas Fairbanks, Sr., was well-known here and abroad as a comedian, primarily. But he appeared in "The Mark of Zorro," and the public was fascinated by his bold, reckless acrobatics, his flashing swordplay. Indeed, the young, slim Fairbanks of the early American comedies soon became an historical character and a distant movie memory when he followed "Zorro" with Alexandre Dumas' "The Three Musketeers." His new reputation was established.

Errol Flynn's open sesame to film success was Raphael Sabatini's exciting "Captain Blood." It is doubtful if many persons can recall his earlier efforts. When he followed up "Captain Blood" with "The Prince and the Pauper" and "Adventures of Robin Hood," he was definitely in. Fairbanks, Jr., had played in countless movies, but was really never considered among the top stars. However, as a likeable, ruthless villain in Selznick's "Prisoner of Zenda," he seemed to capture the joie de vivre of his father plus a certain

Many Films Based On Dumas Yarns

Whenever film fans hear the name of Alexandre Dumas as the author of a story, they immediately think of daring adventures, flashing swordplay and exciting intrigue. And no wonder. Movie hits adapted from his works include "The Three Musketeers," "The Count of Monte Cristo," "Man in the Iron Mask," and "The Corsican Brothers."

Just as the other hits arranged from the books of this prolific author, "The Fighting Guardsman" is replete with swashbuckling swordplay and lovely ladies. Again Dumas seems to prove that he is the ace of writers in the romantic, action-filled realm of the motion picture, that the stories of the past are a still unplumbed source of exciting movie material.

tain sophistication which gained for him exciting new plaudits and his stock soared. Each of his follow-up assignments was in top-budget films.

To fortunate Louis Hayward came the lead in Dumas' (that fellow seems to wield a magic wand) "The Man in the Iron Mask." A fresh personality was revealed, and he was rushed into "Son of Monte Cristo," attaining new heights of popularity.

Basing an opinion on such a series of success stories, it seems a sure bet that another actor is now destined for stardom, rugged Willard Parker. As mentioned, he is currently playing the lead in the eighteenth century action-thriller, "The Fighting Guardsman," with Anita Louise, Janis Carter, John Loder and Edgar Buchanan, now at the Theatre.

Alternately appearing in the film dressed in the richly embroidered, extravagantly beautiful costumes of a court gallant and the menacing mask and hooded-cape attire of an outlaw, Parker's agility and gay recklessness in the duelling sequences, his tenderness in the love scenes and his general air of the bold adventurer cut a romantic figure, indeed.

With his characterization based upon the hero of Alexandre Dumas' (that man again!) "The Companions of Jehu," "The Fighting Guardsman" shows Parker as a dashing French nobleman who leads a band of peasants in revolt against the tyranny and injustices of King Louis XVI.

Although everyone still remembers his acting of the stuffed-shirt, shy, book-wormish college professor in that wacky comedy, "What a Woman!" with Rosalind Russell and Brian Aherne, Parker seems to belong in swashbuckling, romantic roles.

Watch for his quick rise.

(Reader)

Buchanan Becomes Part-Time Dentist

Edgar Buchanan, the screen's only actor who is licensed to practice dentistry, has become Hollywood's first circuit-rider dentist.

During the extensive location schedule for "The Fighting Guardsman," currently playing at the Theatre, Buchanan put in service a unique dressing-room-dental-office trailer. He used it both to dress in and to furnish complete dental service to his friends of the picture troupe who were unable to keep hard-to-get appointments with their own dentists. Buchanan used the more than \$3,000 worth of dental equipment he had in storage since he quit active dentistry in Pasadena, and became a film player. For electric power, he plugged into the portable generator circuit used for camera, sound and lights.

He hung a sign, "Edgar Buchanan, D.D.S.," over the trailer entrance, and displayed his California license on the wall.

Film 'Guardsman' In Sherwood Forest

Most of the thrilling action scenes in Columbia Pictures' "The Fighting Guardsman," based on Alexandre Dumas' "The Companions of Jehu" with Willard Parker, Anita Louise, Janis Carter, John Loder and Edgar Buchanan currently at the Theatre, were filmed in a hundred-acre glade of live oak trees some fifty miles from Hollywood called Sherwood Forest. This location has been known by that name ever since the late Douglas Fairbanks' greatest hit, "Robin Hood," was shot there.



2-Col. Scene Mat FG-13B

John Loder and Janis Carter are two of the featured players in Columbia Pictures' swashbuckling drama of love and gallantry in eighteenth century France, "The Fighting Guardsman," currently playing at the Theatre. The picture was directed by Henry Levin.

SWASHBUCKLING ACCESSORIES TO STORM THE BOXOFFICE

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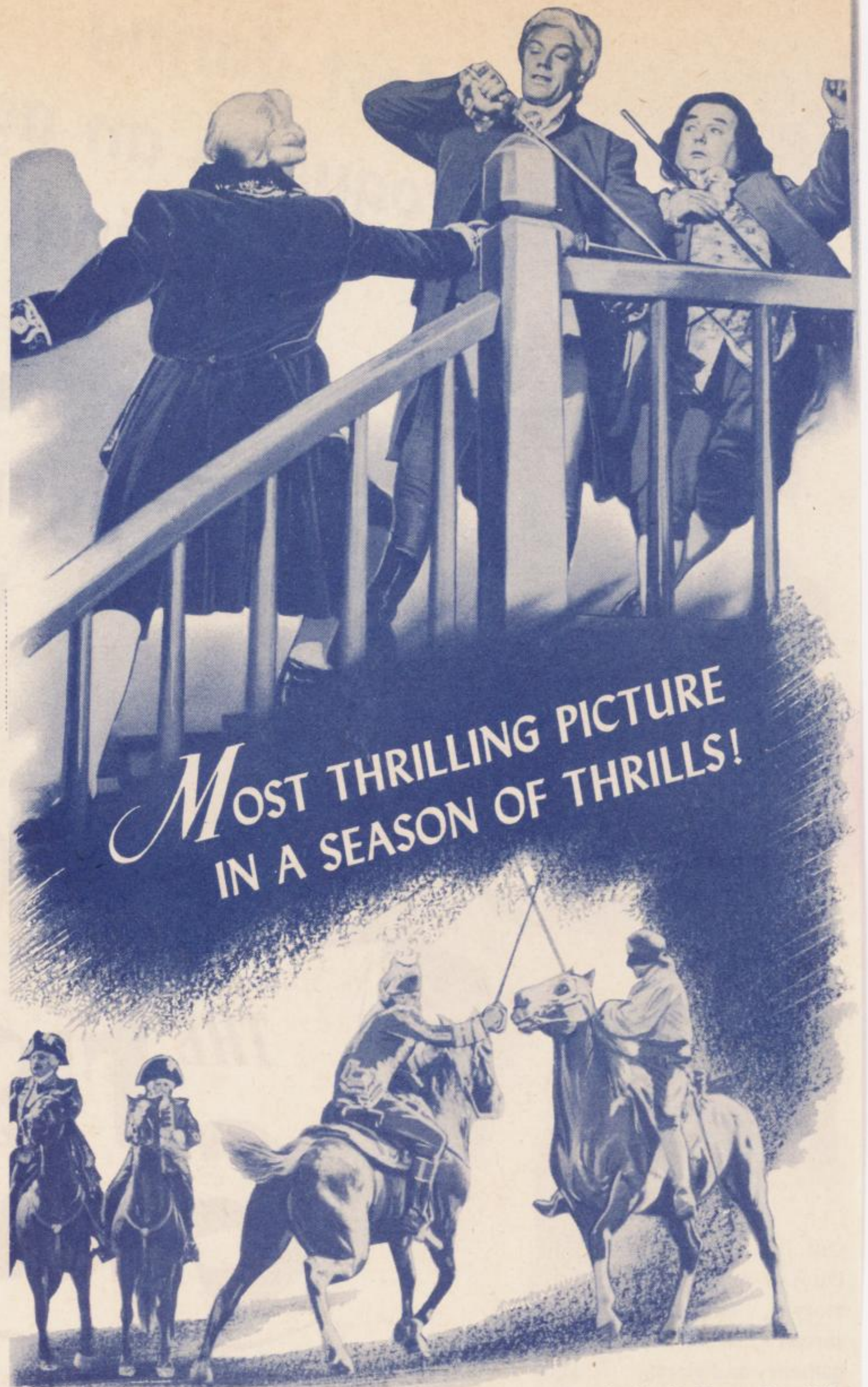
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