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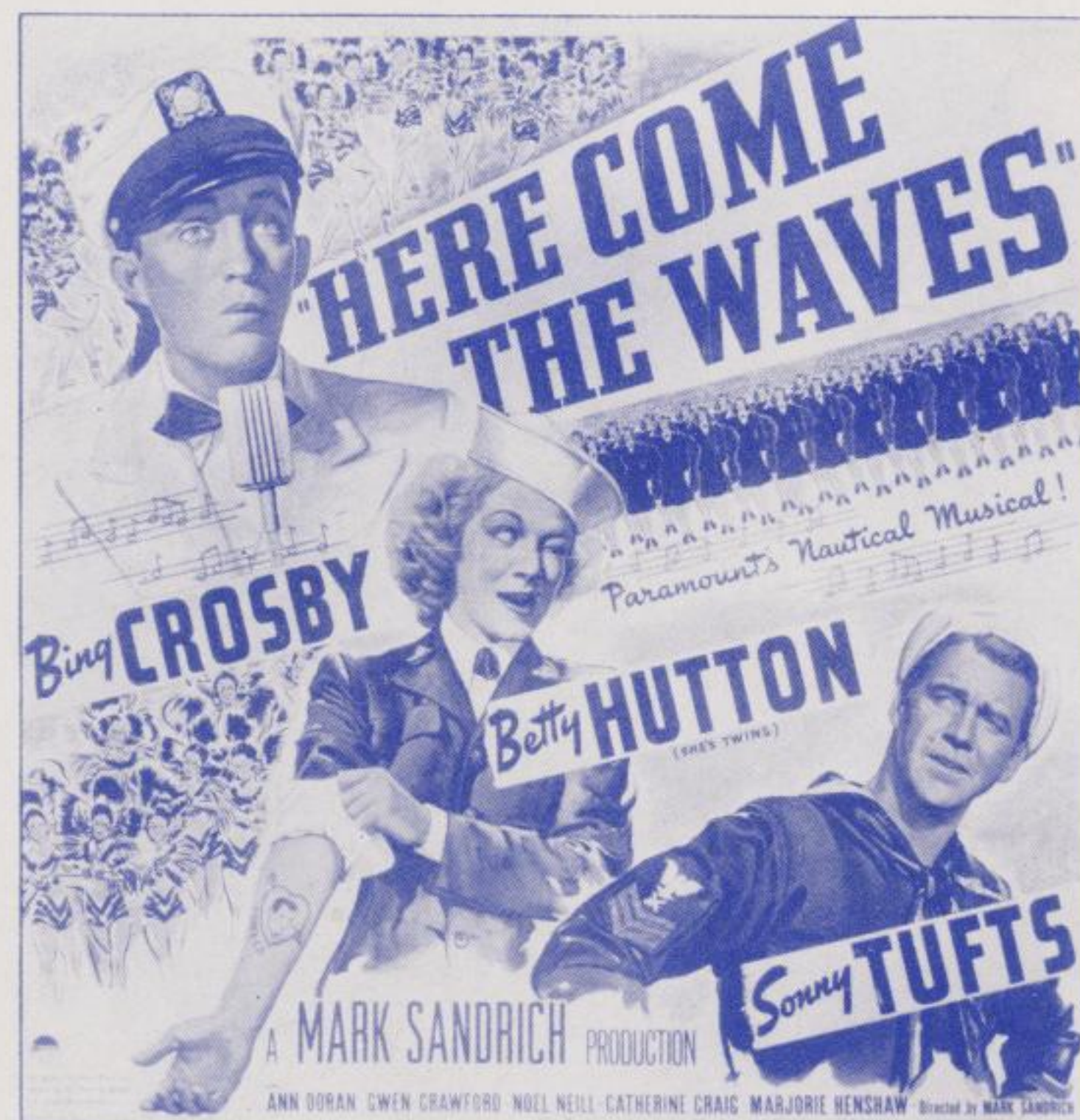
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POSTERS

SEE THEM AT
NATIONAL SCREEN SERVICE



ONE-SHEET



SIX-SHEET

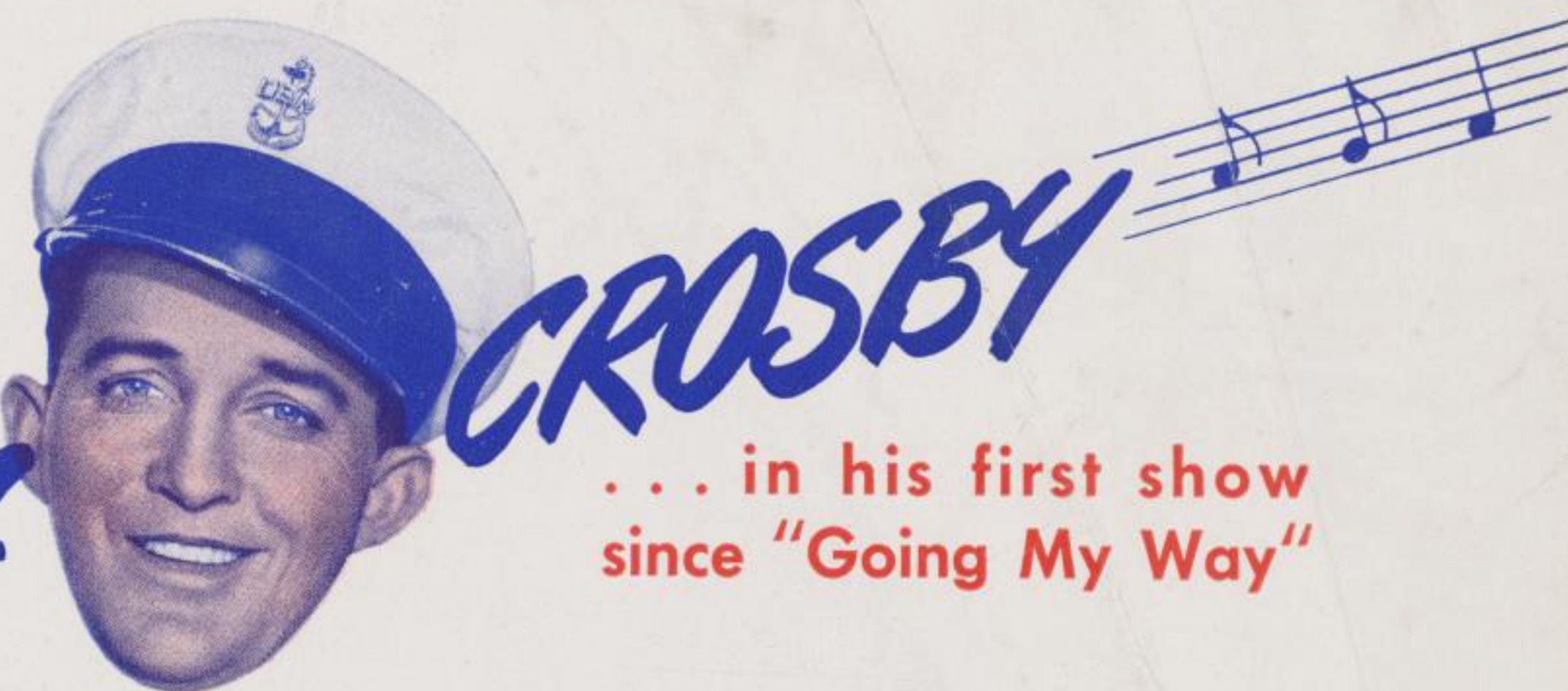


THREE-SHEET



TWENTY-FOUR SHEET

HERE COMES



CROSBY

... in his first show
since "Going My Way"

HERE COME



HUTTON

... as TWINS, she's
twice as terrific!

HERE COMES



TUFTS

in his first singing role!



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"HERE COME THE WAVES"

AC-CENT-TCHU-ATE
THE CAST!
AC-CENT-TCHU-ATE
THE MUSIC!
AC-CENT-TCHU-ATE
THE GIRLS!
AC-CENT-TCHU-ATE
**"AC-CENT-TCHU-ATE
THE POSITIVE!"**



THE STORY

The Adams twins, red-headed Rosemary (Betty Hutton) and blonde Susie (Betty Hutton) are hitting the top as a singing sister act until Rosemary, a crooner-hater because of her sister's crush on Johnny Cabot (Bing Crosby), decides to join the WAVES. Susie dons a uniform, too, and on the eve of the girls' graduation from indoctrination school at Hunter College they decide to step out. Fate brings Windy (Sonny Tufts), and a sailor assigned to a new aircraft carrier, the Truxton, and his pal Johnny, the crooner, to the same night spot. It seems that Johnny, idol of the bobby socks brigade, has been trying and trying to get into the Navy but, because of a slight disability, had failed to make the grade.

At the night spot the master of ceremonies introduces the two girls and, when the spotlight is turned on them, Windy is promptly interested. He drags crooner Cabot over to their table and Susie almost swallows her spoon. Rosemary is aloof, cold and being hard to get, arouses Cabot's interest. On the dance floor Susie, in the crooner's arms, faints. The latter act, it seems is quite common with women when Johnny Cabot is around. He croons. They swoon.

The day after the party the girls are graduated with impressive ceremonies and, at the same time, Johnny finally qualifies for the Navy and heads for San Diego, California, and boot camp. Across the country he is mobbed by the bobby socks crowd at every stop. Susie, still carrying a torch, puts in for duty at San Diego, and, with Rosemary tagging along under the same orders, arrives and promptly goes out on a double date with Windy and Johnny. Susie's torch burns even brighter, so brightly in fact that she, by signing Johnny's name to a letter, manages to have him withdrawn from a combat assignment and put to work recruiting WAVES. Rosemary, not in on the plot, thinks Johnny is a coward and has deliberately tried to duck active service.

Then follows a comedy of errors when Johnny, the night before the big recruiting show opens, tries to propose to Rosemary and Susie, desperate, attempts to prevent it. Susie borrows a red wig from the wardrobe and, impersonating Rosemary, hears Johnny's proposal. Her masquerade is exposed when Johnny kisses her and she faints. The real Rosemary arrives just as the wig falls off and the scene simply confirms her belief that Johnny is a wolf, and a coward to boot. Johnny, heartbroken, plans to jump the show and grab a plane in time to make his ship which is sailing for the South Pacific. At the last moment, Susie and Windy confess the plot and Rosemary relents. All is happiness when the show is a huge success and when the Navy provides a plane to carry both Johnny and Windy to their ship. The finale shows Rosemary kissing Johnny and Windy kissing Susie. Susie faints.

THE CAST

Johnny Cabot	Bing Crosby
Susie and Rosemary Allison	Betty Hutton
Windy	Sonny Tufts
Ruth	Ann Darnay
Tex	Gwen Crawford
Dorothy	Noel Neill
Lieut. Townsend	Catherine Craig
Isabel	Marjorie Henshaw

THE CREDITS

Produced and Directed by	Mark Sandrich
Original Screen Play	Allan Scott, Ken Englund and Zion Meyers
Lyrics	Johnny Mercer
Music	Harold Arlen
Music Direction	Robert Emmett Dolan
Vocal Arrangements	Joseph J. Lilley
Music Associate	Troy Sanders
Ensembles staged by	Danny Dare
Makeup Supervision	Wally Westmore
Director of Photography	Charles Lang, Jr., A.S.C.
Non-military Costumes	Edith Head
Art Direction	Hans Dreier and Roland Anderson
Editor	Ellsworth Hoagland
Special Photographs Effects	Gordon Jennings, A.S.C. and Paul Lerpae, A.S.C.
Process Photography	Farciot Edouart, A.S.C.
Sound Recordings	Hugo Grenzbach and John Cope

TIE-UPS, ADS Pave Way for WAVES!

Here come the commercial tieups on "Here Come the Waves"! Up to press time for this campaign book seven national advertisers have taken space in the nation's leading magazines. In each case the picture is credited, so the way is open for you to arrange for cooperations with local distributors of the products.

Here's what's been done:

GENERAL ELECTRIC FM RADIO carried a knockout of a Christmas ad, in December issues of Saturday Evening Post, Collier's, Look, Life, New Yorker and Christian Science Monitor. It's a four-color job. CALOX TOOTH POWDER went to town with a half-page ad in Life and Collier's during December, featuring Sonny Tufts.

BEXEL VITAMIN CAPSULES are advertised in Life for December 18th, with an interesting pose of lively Betty Hutton, accentuating the public's need for pep.

ROYAL CROWN COLA cooperates in the Saturday Evening Post for December 9th with a half-page ad in two colors. Betty Hutton's the "pin-up" dream of this layout.

M.J.B. COFFEE tells readers to "see Betty Hutton in Paramount's 'Here Come the Waves'" with a photograph of Betty Hutton holding a cup of MJB coffee. This ad ran 600 lines and 840 lines and appeared during the week of December 4th in 400 newspapers west of the Mississippi River.

HOUSE OF WESTMORE advertised "Overglow" by tying in Betty Hutton in a half-page ad which appeared in the February issue of True Story Magazine.

Another Westmore ad, also adorned by a photograph of Betty Hutton, appeared in American Weekly for February 18th. This is a two-column advertisement. The same ad was carried in the February issue of Good Housekeeping.

STRATFORD FOUNTAIN PEN accentuated their dependable pen by carrying an ad featuring Betty Hutton. This is captioned "Paramount's dynamic star is always a dependable performer." It's a 300-line ad which ran in the New York Times Magazine for December 31st. It also ran in the Saturday Evening Post, Life and This Week.

Magazine Campaign Big!

"Here Come the Waves" is accentuated positively in leading national magazines! Eye-catching ads with Bing Crosby, two Betty Huttons (who plays twins); Sonny Tufts, and snappy copy, was aimed at a readership of 24,648,394. This is what has been done:

In the January issue of Liberty is a two-color, one-column ad which also appears in the February issue of True Story, Red Book and Cosmopolitan. The same ad was scheduled for American Magazine for March and, in back-and-white, in Time Magazine for January 29th.

Fan magazines will carry large-space ads in their February issues. Campaign starts with a humdinger of a full page ad featuring Bing Crosby, Sonny Tufts and Betty Hutton, twice, in a slinky, dancing pose, which will run in Screen Romances, Hunter Screen Unit, (which includes Screenland, Silver Screen and Movie Show) Photoplay, Movieland, the Ideal Unit, (comprising Movie Life, Movies and Movie Stars Parade) the Fawcett Unit consisting of Motion Picture and Movie Story; Modern Screen and Screen Guide.



MAIRZY DOATS HAS NEW SONG RIVAL

Hollywood, Nov. 29 (A. P.).—Move over little lambs and give this newcomer a seat. Mairzy Doats has a first-class rival. Songwriter Johnny Mercer has written what may be tomorrow's most popular song. There is a catchiness and appeal about the off-meter tune and the words make a little sense. The number is "Ac-cent-u-ate the Positive." Johnny was digging along Memory Lane, and working against a deadline, when he wrote the lyrics. "Accentuate" has been played on the air but three times, but already it is catching on as a hit East and West. The film in which it is featured, "The Crooner," is still in the cutting stage. The number will not be released until December 27. Mr. Mercer and Harold Arlen, who wrote the music, were stuck for a novelty number to round out the movie score, Mr. Mercer explained. "I heard that expression—'Accentuate the positive, eliminate the negative'—years ago," he said. "I don't remember exactly when or where. With a beginning like that, the rest of it practically wrote itself, and we finished the number in one afternoon for Bing Crosby and Sonny Tufts to sing. It's a regular hal-luh-luh tune, built like an old spiritual. I think maybe what makes it attractive or unique is that it's off meter. The song's injunction to 'spread joy up to the maximum, keep gloom down to the minimum,' is being distributed on a Mercer recording this week."

Stage Set for You by Picture's Smash Music!

HOLLYWOOD date-lined story illustrated to left went over the wires of the Associated Press while ink on score was still virtually wet — informing the public that another bigger and better one was on the way! Song was "Ac-cent-tchu-ate the Positive," and story called it "tomorrow's most popular song!" This was followed almost immediately by big radio plugs listed elsewhere in this Press Book — and the song was off to the races! Present indications point to another great hit — and it's in "Here Come the Waves!" Make the most of the song and be sure your public knows it's in the picture! Suggestions below tell you how to do it! And don't forget; there are five more big ones in the same picture!

AC-CENT-TCHU-ATE THE MUSIC IN SHOW-SELLING CAMPAIGN!

ACCENTUATE the music in your campaign to sell "Here Come the Waves"! Four of the six smash hit tunes have been recorded by Capitol Records, Hit Records, Decca, Victor and Columbia. The Capitol Record Company has made up a special three-color poster, illustrated left, below, which has already been distributed to most music stores and has sent a "steam up" letter to all distributors urging them to go all-out on this tie-up. Window banners illustrated right, below, were also distributed by Capitol.

The seven songs, which open the door for music store cooperation, are "Ac-cent-tchu-ate the Positive," "There's a Fella Waitin' in Poughkeepsie," "I Promise You," "Let's Take the Long Way Home," "Here Come the Waves," "The Navy Song" and "That Old Black Magic," all being published by Famous Music Corporation, 1619 Broadway, New York City. The publishers will give you cover sheets for store posting if you request them!

The songs recorded by Capitol are: "Ac-cent-tchu-ate the Positive," "I Promise You,"

"Let's Take the Long Way Home" and "There's a Fella Waitin' in Poughkeepsie."

Hit Record, which is also supplying window banners, made: "Ac-cent-tchu-ate the Positive" and "Let's Take the Long Way Home."

Decca recorded "Ac-cent-tchu-ate the Positive" and "I Promise You."

Victor Record Company recorded: "Ac-cent-tchu-ate the Positive," "I Promise You" and "Let's Take the Long Way Home."

Columbia recorded "Ac-cent-tchu-ate the Positive" and "Let's Take the Long Way Home."

Try for "Here Come the Waves" music windows in which the cooperating music stores display the music covers and the records. It may be practical to suggest a special "Here Come the Waves" album which should contain as many of the recorded songs as possible. Use stills and posters, together with the Capitol poster for music shop window displays. Decorate in red, white and blue, with star blow-ups.

Titles Can Spark-plug Merchant Co-operations

The music in "Here Come the Waves" are swinging their way to the top of the hit parade list and they can swing attention to cooperating merchants by using the titles in newspaper ads, window displays and posters. Here are some ways in which the titles can help you get merchant cooperation:

"I PROMISE YOU": Bride shops, gift shops and women's fashion centers will find this title suitable to headline a campaign on wedding outfits, etc. The song title cover can be blown up for the background in windows and ads. For an unusual effect cut out the center section of the title cover and insert Still 1386-115, which shows Bing and Betty in an embrace.

"HERE COME THE WAVES": Here's the song title to sell your playdate, and you'll find it an easy one to sell to your co-ops. Try to get the merchants in town to run a co-op newspaper ad, institutional in style, paying trib-

ute to all their women employees who have joined the Waves — as well as fashions inspired by the Wave uniform, etc.

"THE NAVY SONG": Windows displaying the latest in Wave clothing and accessories can be arranged around this song title. Suggest it to local Army and Navy stores.

"THAT OLD BLACK MAGIC": An entire merchandising campaign can be built around this popular song title. Women's shops can do a smart feature on black lingerie through a peep hole in the song cover. Blow up the title cover, cut a peep hole to look through, and mount it in the window directly behind the glass.

"AC-CENT-TCHU-ATE THE POSITIVE": Merchant can tie in with you by announcing that they don't equivocate in their advertising but are positive about their warranties, values, etc. Angle can be used in newspaper advertising, window displays, mailing pieces and in place of the usual "hello" in telephone conversations.

Gun for Bing Fans!

LET Bing Crosby fans know that Bing is in "Here Come the Waves" — and in great singing form — by suggesting all-Crosby programs to the radio jockies. Stunt can take the form of a tribute to the Waves from Bing.

The jockey can inject contest angle by playing the records and asking contestants to name titles and pictures from which they were taken. The first few correct answers can win guest tickets to see the picture.

The stunt can be kicked off with the jockey either playing (if he has the records) or naming the songs from "Here Come the Waves," accentuating the number that will become the top hit of the country, the novel and catchy "Ac-cent-tchu-ate the Positive." There's a recording of "Ac-cent-tchu-ate the Positive" on the market right now. See above.

As a matter of fact, Bing Crosby already introduced "Ac-cent-tchu-ate the Positive" over the air when he gave out with it on his Kraft Music Hall show a short time ago.



Poster above, in three colors, together with the window banners illustrated to the right, are available to all music stores absolutely without charge. These have already been distributed to local outlets. Make sure they post them!



MERCHANTS: A Full Page of Practical Co-op Suggestions!

A merchant-sponsored "croon" contest which lends itself nicely to "Here Come the Waves," since it makes much of "The Groaner vs. The Crooner" angle, and which was tried in connection with a similar picture and proved successful, is the one pulled recently in Meriden, Conn., and adapted below. Local conditions may make changes or eliminations necessary, but, fundamentally, the stunt is practical and well worth any extra effort you may put into it. Try it!

The campaign is centered around a "Bing Crosby and other famous crooners" singing contest with local hopefuls competing for prizes. In the campaign, the Meriden management did not go after the bobby sockers, but covered the whole town, and the cost was confined to a nominal increase in the advertising budget.

Contest award prizes were promoted from a local merchant. The store was given billing throughout the promotion as the sponsor.

Five thousand heralds were distributed, featuring pictures of Bing Crosby and others with this copy: "If you croon like Bing Crosby, sway 'em like Sonny Tufts, or groan, in a style of your own, you can compete with America's most beloved crooners! Register now." The herald should list the prizes, together with pictures of the stars, songs and merchant's name.



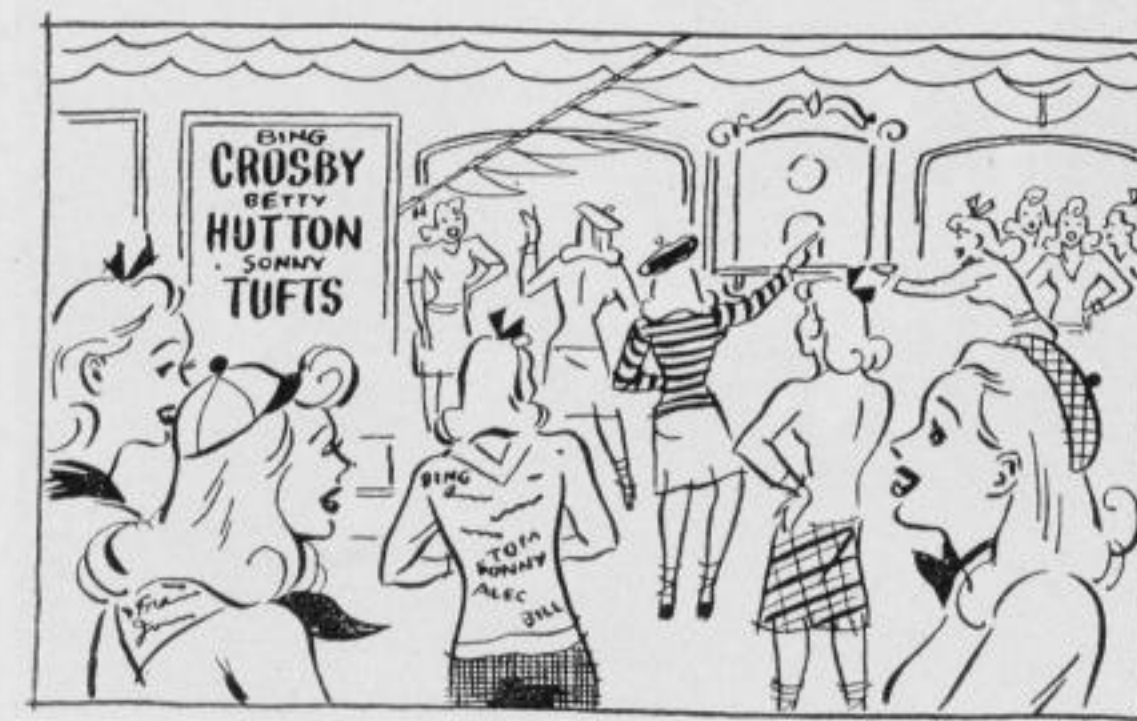
A special trailer with the following copy should be run two weeks in advance: "Can you croon? Can you make 'em moon and spoon? Have you a voice like Bing Crosby? (Crosby sound trailer) or Sonny Tufts? (Tufts sound trailer). You can compete with the Groaner and his buddy Sonny Tufts and win prizes! Sign up for the contest now!" The rest of the trailer explains the contest, lists the prizes, credits the sponsor and informs the patrons that the theatre is looking for singers in connection with the showing of "Here Come the Waves" in which there's a groaner versus crooner situation.

Window cards containing the same copy can be used on the heralds for about-town distribution.

The copy used on the trailer can be utilized for a lobby display showing the stars in the picture.

The opening gun in the campaign can be a managers' ad announcing the stunt. The cooperating merchant can give his window over to the idea, using stills, copy cards and song sheets on "Here Come the Waves."

For extra publicity coverage try these additional ideas: Contact the newspapers for stories on the talent search. A young fellow dressed in jitterbug outfit can ballyhoo the streets with this copy: "I'm getting in the groove to sing in the Bing Crosby croon contest and see 'Here Come the Waves' at the Theatre!"



GO AFTER GROANER'S FANS!

Bing Crosby does a switch in "Here Come the Waves" to a crooner who has bobby-sox brigades swooning. To this switch you can hitch a campaign aimed at everyone in town with promotions angled to "send" the swoon followers and sell all the Crosby fans. Street ballies, lobby stunts, merchant co-op promotions, an election gag and Crosby swooners are suggested in the following ideas to help you put over "Here Come the Waves."

GROANER BRIGADE BALLY: Enlist a brigade of bobby-sockers in your campaign to parade through town with signs reading: "We want the Groaner! He's at the Theatre in 'Here Come the Waves'!" The girls can carry pictures of Bing Crosby and copy cards talking about "Here Come the Waves." They can invite onlookers to join them and lead them to the theatre after making their rounds.

FANS VOTE FOR FAVORITE CROONER: Flavor your campaign with an election stunt by having the fans vote for their favorite singer in "Here Come the Waves." Set up voting booths in the lobby with pictures of Bing Crosby, Sonny Tufts, the red-headed Betty Hutton and the blonde. Over the top carry this headline: "Don't be at sea when you can see your favorite warbler! See 'Here Come the Waves' and vote for your choice!" Announce the winner in your lobby via a poster.

Another angle pegged on a crooner election is to ask the fans to vote for their favorite national crooner. Plant a large picture of the Groaner (Bing Crosby) and some of his biggest competitors next to the election booth. Pictures of Tufts and the two Betty Huttons can be used alongside of the Crosby blow-up with kidding copy in balloons.

BOBBY SOCKER MOONS FOR CROSBY: Use a large cutout of Crosby singing and flank it with Stills 2005-52, -65, -84, -59, -41 and -81. Try to get a young girl, dressed in the latest bobby sock outfit, to moon and swoon in front of the display. She can go into her act every time the lobby fills.

HUTTON DOUBLES KEYS CENT SALE

With Betty Hutton playing a dual role in "Here Come the Waves," there's double the money for the Hutton fans and a opportunity for merchants to tie in with the picture on a "One-Cent Sale" promotion. Merchants can advertise the sale with copy like: "Two for your money — at the store — at the Theatre!" The one-cent sale copy should read: "Your redheaded penny will get you double the value! Betty Hutton is a blonde and a redhead in 'Here Come the Waves'!" The one-cent sale can take the following shape:

Window strips containing the sale copy should be made up. Newspaper advertising listing all the merchandise available on the one-cent sale should be displayed under a banner-line made up from the suggested copy. If the merchant has radio time, suggest the use of the copy for your picture plug. A window display, tied in with the title, should be arranged. Stills showing Hutton as a redhead and a blonde should be the center attraction. Window cards and scene stills can complete the tie-up.

AND HERE COME THE "PERMANENT WAVES"!

Beauty parlors can come in on your campaign in a "double" "Here Come the Waves" promotions. They can use the title in window displays and newspaper advertisements this way: "Here Come the permanent Waves!" Line drawings showing the latest in permanent waves can be used in newspaper advertising.

Betty Hutton as both a redhead and a blonde can spark hair color promotions by the beauty parlors. Windows showing Still 1388-51 of the redheaded and blonde Huttons should be set up. Copy appealing to the local blondes and redheads can take the following shape: "You can be a blonde like Betty Hutton! You can be a redhead like Betty Hutton! She's both — she's twins — in 'Here Come the Waves' and she's double trouble for Bing Crosby and Sonny Tufts!"

TRY 'NAVY BLUE' TIE-UP

Navy blue, should be a natural for merchant fashion promotions pitched to the national Waves slogan "You in Navy Blue." Suggest window displays showing the latest in blue dresses, blouses, hats, shoes and coats around a set piece featuring Betty Hutton, Bing Crosby and Sonny Tufts in their "blues."

The overall copy should read: "You in Navy blue and Betty Hutton, too! Go to sea in your blues to see 'Here Come the Waves' at the Theatre."

TWO PAGES OF *Practical* NEWSPAPER SUGGESTIONS!

Four-Day Contest Links the Picture's Hit Song To Four All-Time Popular Music Hit Standouts

FOUR-SHOT contest which places the hit tune of "Here Come the Waves" right where it belongs — in the all-time Hit Parade — is illustrated below. Contest also sells title, cast and rest of music in show. Plant early—in a newspaper or on the herald of a cooperating merchant.

RUNNING STORY

(Make daily changes)

One thing that's positive about "Here Come the Waves," Paramount's latest musical hit starring Bing Crosby, Sonny Tufts and Betty Hutton, and opening at the Theatre, and that is that the picture's hit song, "Ac-cent-tchu-ate the Positive" is going into the all-time hit class — and therein lies a chance for you to see the picture as Bing's guest!

It's easy. Every day for four days, beginning today, we will reproduce in this space a scene from "Here Come the Waves." In it, Bing will be singing a song in rebus fashion — that is to say the title will be drawn in picture form instead of in writing. Each of the songs was, during the height of its popularity, a record breaker — just like "Ac-cent-tchu-ate the Positive" is now in the process of becoming.

Well, all you have to do is to give us the title of the four songs and rush your answer to the Puzzle Editor of this newspaper so that they reach him before next. The first (10) persons who submit the correct lists of titles will receive a pair of guest tickets each to see "Here Come the Waves" when it opens at the Theatre as Bing's guests. Simple, isn't it? Well, get going!

SOLUTIONS: 1st Day: "Mairsy Doats"; 2nd Day: "Hut Sut"; 3rd Day: "Yes, We Have No Bananas"; 4th Day: "The Music Goes 'Round and 'Round."

Order Mat 3EB—.45

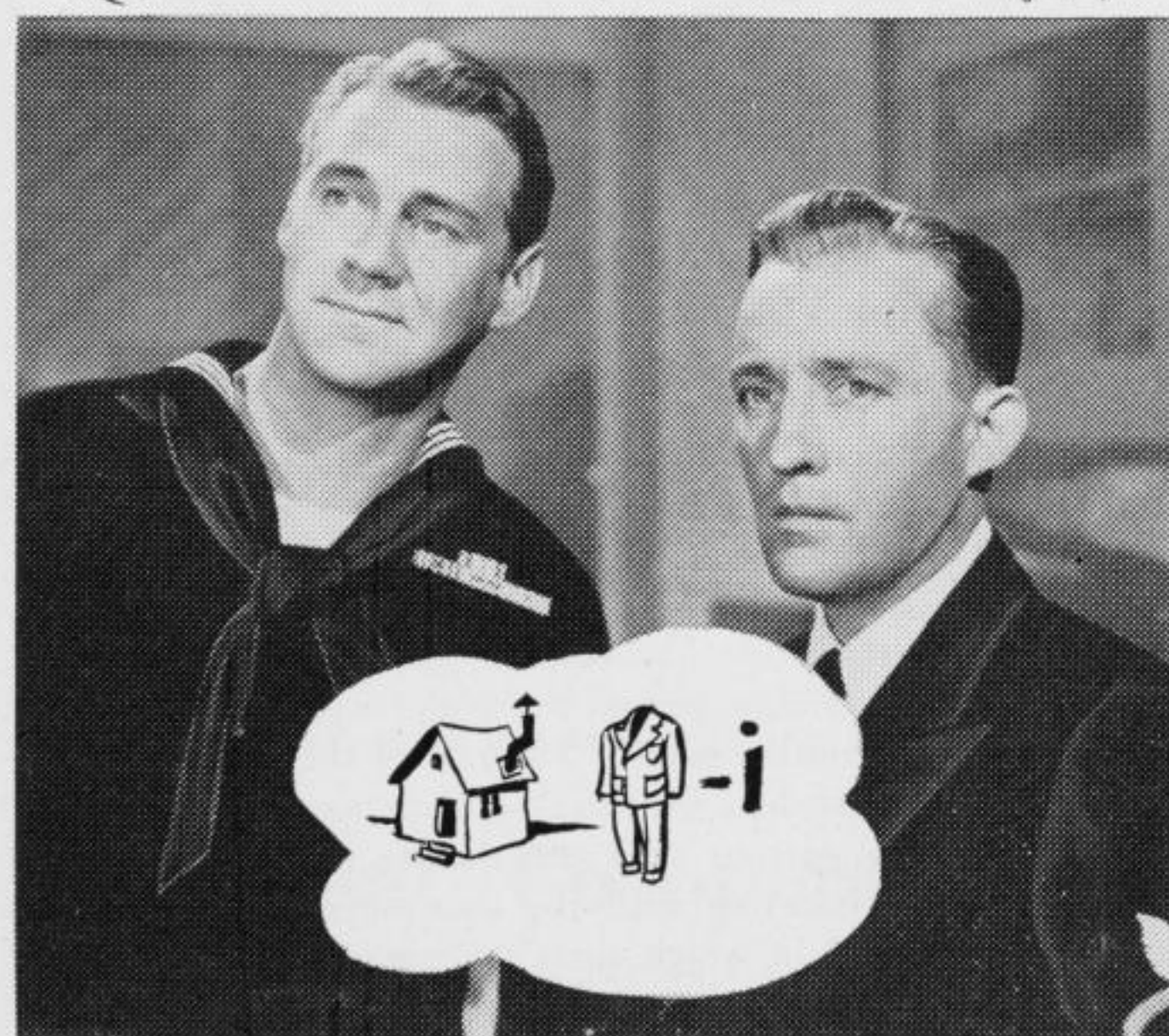
1st DAY



3rd DAY



2nd DAY



4th DAY



Paper Can Use Title to Honor Local Waves with Page Layout

"HERE COME THE WAVES" can be the caption for a newspaper pictorial layout of the girls in your community who have joined the Waves. Also a newspaper feature pitched to Wave recruitment and showing the job the local girls are doing in the Navy can be headed with the picture title.

Another "Here Come the Waves" newspaper tie-up is a Wave identification contest in which the newspaper takes a picture of a crowd on the main street. All pictures of Waves appearing in the photo should be circled — and the caption invites those girls to identify themselves at the box-office. The Waves should be the guests of the theatre at the opening. The newspaper can help publicize the stunt by photographing the girls who identify themselves. If possible, try to tie in merchants who can help make an interesting evening for the Waves.

Title Can Keynote Hair-do Art

WOMEN'S PAGE EDITOR may be approached for a layout of art on fashionable modern hair-dos in which, of course, the wave (permanent) predominates. An entire layout of material can go under the heading "Here Come the Waves" — and efforts should be made to get the two Hutton hair-dos into it. These can be culled either from the publicity art in this Press Book or from the production still set which you can inspect at your exchange. Same thought can also be taken to a hairdresser for cooperative advertising, in which Hutton art should be used to nail the connection.

ONE-SHOT FOR CROSBY FANS

One-shot contest for newspaper or herald aimed at the Bing Crosby fans — and they're legion — is illustrated below. Contestants are asked to match up pictures and song titles from given lists of previous Crosby opera, and it should prove a cinch for dyed-in-the-wool fans. Guest ticket awards can be made to the first ten persons who bring in the correct answers.

SONG	PICTURE
"Sunday, Monday and Always"	"Sing, You Sinners"
"If I Had My Way"	"Road to Singapore"
"White Christmas"	"Star Spangled Rhythm"
"Be Careful, It's My Heart"	"Anything Goes"
"Too Romantic"	"Holiday Inn"
"I Have Eyes"	"Road to Morocco"
"On the Sentimental Side"	"Here is My Heart"
"I'm an Old Cowhand"	"If I Had My Way"
"My Heart and I"	"Holiday Inn"
"June in January"	"Paris Honeymoon"
"Love in Bloom"	"Doctor Rhythm"
"Pocketful of Dreams"	"Rhythm on the Range"
"Moonlight Becomes You"	"Dixie"
"Old Glory"	"Rhythm on the River"
"If You Please"	"She Loves Me Not"
"Only Forever"	"Dixie"

Are you hep? Then you should know how to play "What Comes?" a little game invented by the three stars of "Here Come the Waves," the Paramount girl-and-music show which opens... at the... Theatre — and you can win a pair of guest tickets to see the show as our guests!

"What Comes?" was invented by Bing Crosby, Betty Hutton and Sonny Tufts, who head the big cast of "Here Come the Waves." It consists of a list of famous song titles and a corresponding

number of movie titles — all in which Crosby has played and all of which he sang! All you have to do is to match song to movie title and rush the complete list to us!

Authors of the first ten correct lists get tickets to see "Here Come the Waves" on opening night and to hear the seven new hit tunes which includes "Ac-cent-tchu-ate the Positive!" So get going fans! Solve "What Comes?" and you'll be coming to see one of the season's big hits!

(See Solution on Page 10)

SMALL-SPACE TEASERS DO FINE TITLE-SELLING JOB

SET of four small-size teaser-type ads illustrated below should do a fast job of selling cast and gayety of "Here Come the Waves." Plant them in a newspaper on a page-to-page or day-to-day basis, or have them blown up for window and lobby display purposes.

In either case they'll do a good job for you. Art is also practical for program-magazine illustration, package stuffers, etc. Use them early—and often! Photostats of this art is also good for window posting.



All Four Panels Are on One Mat. Order Mat 1EA

RADIO: Let Bing Crosby Apply His Old Black Magic to Your Campaign!

A platter containing seven spot announcements of different time lengths is available on "Here Come the Waves." It's yours for the asking if you can use it! Spots which run from half a minute to one minute are ideal for breakdown time insertion, for inclusion in regular program or any other radio spot where a professional job of selling will help you. Samples are included below. If you want one of these platters, write to PRESS BOOK EDITOR, PARAMOUNT PICTURES INC., 1501 BROADWAY, NEW YORK 18, N.Y., stating when and where it will be used.

Chorus: Here come the Waves!
1st Anncr: And here comes Bing Crosby, going your way with Sonny Tufts!
Chorus: Here come the Waves!
2nd Anncr: And here comes Betty Hutton — no, it's TWO Betty Huttons!
Chorus: Here come the Waves, marching row on row. Clear the way as they pass in review! (Fading) Every time there's a job to be done —
Tufts: Folks, this is Sonny Tufts. I want to tell you about Paramount's new star-spangled musical: "Here Comes the Waves" with Bing Crosby, yours truly, and TWO Betty Huttons!

If you think Hutton was dynomite before, wait 'til you see her as twins — a riotous redhead and a blonde bombshell.

And wait 'til you hear Bing sing "Accentuate the Positive" to the ship-shape honeys of the fleet. Yeah, for waves of laughter, oceans of love, and a boatload of hit-parade songs — hoist anchor and set out to see —

Anncr: Here come the Waves! Time: 0:50

Chorus: Here come the Waves!
1st Anncr: And here comes Bing Crosby with his new side-kick: Sonny Tufts!
Chorus: Here come the Waves!

2nd Anncr: And here comes Betty Hutton — no it's TWO Betty Huttons with love light in THEIR eyes! Two Huttons: What we want are men!
Tufts: Hello, everybody, this is Sonny Tufts.

Say did you catch an earful of those twin Betty Huttons? Men they want! And they get 'em, too — in Paramount's new star-spangled musical: "Here Come the Waves"! It's a battle of love on six of the seven seas — until the redhead Hutton catches Bing in a rip-tide and the blonde takes me like Nimitz took the Jap fleet! Oh, yeah — mixed in with the laughs and the romance are a boatload of hit-parade tunes by Betty and Bing! So hoist anchor and set out to see —

Anncr: Bing Crosby, Betty Hutton and Sonny Tufts in "Here Come the Waves"! Time: 0:49

1st Girl: In "Going My Way" it was Bing and Barry!
2nd Girl: But over the waves, it's Bing, Betty and Sonny!

1st Anncr: Yes, Bing Crosby has a new side-kick: Sonny Tufts — and a new girl friend, Betty Hutton — "Here Come the Waves" —

2nd Anncr: With Bing and Sonny surrounded by hundreds of shipshape honeys — and chased by two Betty Huttons!

1st Anncr: For waves of laughter, oceans of love, and a boat-load of hit-parade songs —

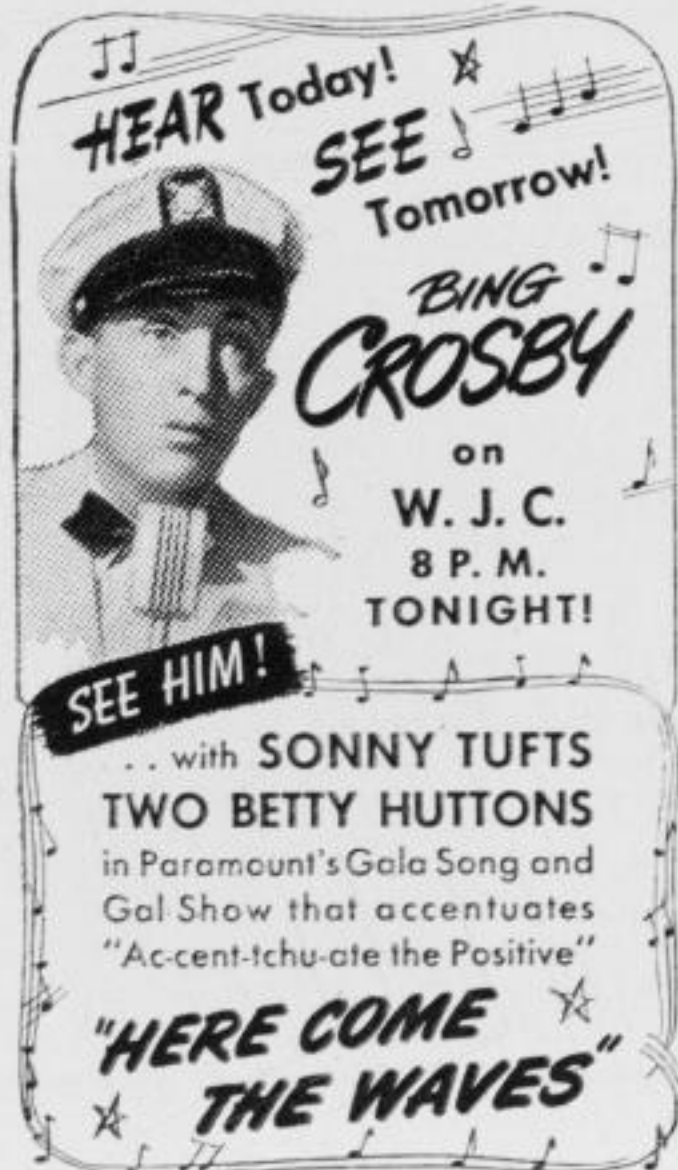
2nd Anncr: See "Here Come the Waves"! Time: 0:22

TITLE TEASERS

For snap teaser copy, the title is a natural. Here are just a few suggestions:

"Quiet Please! Here Come the Waves!" "Watch out! Here Come the Waves!" "Please make room! Here Come the Waves!" "Attention Please! Here Come the Waves!" "Hold on to your Hearts, Boys! Here Come the Waves!" "Take Care! Here Come the Waves!"

Use these lines for a sticker and tack card campaign. Stickers can be used on menus, store packages, windshields, mailings from theatre, and wrapped packages left in your checkroom. Have your printer run off the series of copy lines on gummed stock. The same lines should be used for tack cards which can be posted on available spots.



SPOT ANNOUNCEMENTS

(TO BE READ)

100 WORDS



ANNOUNCER: Bing and Sonny say: "Be positive — don't be negative — you gotta 'Accentuate the Positive'!" Yes, if you want oceans of love, waves of laughter and salvos of beautiful honeys, you gotta "Accentuate the Positive" and see Paramount's star-spangled musical salute to the sweethearts of the fleet, "Here Come the Waves." Here

comes Bing with a bang! Betty on the double 'cause she's twins! Sonny Tufts with a song! Betty Hutton is twins, a blonde bombshell and a riotous redhead, both on the prowl for Bing Crosby and Sonny Tufts. "Here Come the Waves" opens this at the Theatre starring Bing Crosby, Sonny Tufts and two Betty Huttons.

125 WORDS

ANNOUNCER: Head for the high seas! Here comes Bing Crosby with a bang! Sonny Tufts with a song! Betty Hutton on the double — because she's twins! It's "Here Come the Waves" — Paramount's laugh-loaded musical salute to the ship-shape honeys of the fleet! — with two Betty Huttons, one a riotous redhead who catches Sonny in a riptide — the other a blonde bombshell of a Wave who brings Bing down with a blitz kiss! Prepare for a broadside of seven swiny hit parade songs! Bing and Sonny hit the target of fun as they "Accentuate the Positive." Get set for the gayest, happiest, singiest, fun cruise of the year with "Here Come the Waves" starring Bing Crosby, Sonny Tufts and two Betty Huttons! Hoist your anchor, landlubbers, and set out to see "Here Come the Waves" at the Theatre!

175 WORDS

ANNOUNCER: Betty Hutton is a redhead! Betty Hutton is a blonde! Betty Hutton is twins in Paramount's star-spangled musical salute to the sweethearts of the fleet, "Here Come the Waves"! Yes, she's twins, both for you, and Bing and Sonny! In "Here Come the Waves" Betty goes on the prowl for Bing Crosby and Sonny Tufts, but when the blonde Betty double-crosses the redheaded Betty to play Sonny against Bing, anything can happen. Here's what Betty has to say about the whole situation to Bing: "Oh, that was me, only I was being her so you'd think she wasn't in love with you but with him, so that I — that is the real me, would have a chance with you, only it was me with a wig on!" It's double-talk from Betty, double-rhythm from Bing and double-love from Sonny! So be prepared for a broadside of seven hit-parade songs, four big stars, Bing Crosby, Sonny Tufts and two Betty Huttons, and a boatload of honeys! For oceans of love! Waves of laughter and salvo of hit tunes see "Here Come the Waves" at the Theatre! Bing and Sonny want you to "Accentuate the Positive" with them!

WATCH FOR LOCAL CROWN COLA TIE-UP

ROYAL CROWN COLA becomes an exploitation outlet for "Here Come the Waves," by way of a transcription for radio broadcasting with which you can tie up locally! The record is being used throughout January and February over 264 stations, timed perfectly with the release of the picture. There's an outlet near you! Check with station program manager and see if local distributor will pay for theatre plug! Here's the text:

First VOICE

Quiet.

SECOND VOICE

Quiet.

THIRD VOICE

Quiet.

FIRST VOICE

Shoot it again!

ANNOUNCER

Folks, imagine you're on the set of the new Paramount production, HERE COME THE WAVES. Betty Hutton's role in this picture is the most difficult she's ever had. She portrays twins, AND impersonates herself! That means a lot of hard work, but Betty Hutton can take it. You see, when she gets the chance, she takes time out for a quick-up with a frosty bottle of Royal Crown Cola. R.C. won her vote in the famous cold taste-test. And now, our Hollywood correspondent quotes Betty Hutton:

WOMAN

Royal Crown Cola tastes best by far. Winter or summer, it's my favorite quick-up.

NOVEL MINSTREL SPOTS

The Bing Crosby-Sonny Tufts minstrel routine in the picture suggests a one-minute spot announcement using two minstrel voices. It would be advisable to try to spot this on the seven o'clock station breaks to reach the family audience. Spots can take the following form:

1st Minstrel Voice: What's all this talk about you just gotta accentuate the positive? Everybody's saying you is a sad sack, sure 'nuff, if you doesn't accentuate the positive. What all that mean, boy, what all that mean?

2nd Minstrel Voice: Accentuate the positive, man, is the thing you gotta do nothin' else but, and solid. You is just no account if you is negative. You gotta ac-cent-tchu-ate the positive on account of HERE COME THE WAVES!

1st Minstrel Voice: HERE COME THE WAVES? You all mean that bombastic blonde blitz Betty Hutton is a Wave? Whoa man!

2nd Minstrel Voice: Son, that beaut-eous buzz bomb is not only a Wave, she's two of 'em. She am twins in this here picture HERE COME THE WAVES and both of her gets herself two gentlemen, Master Crosby and Master Tufts! Now you gonna ac-cent-tchu-ate your positive or is you not?

1st Minstrel Voice: My positive is already on its way to the most ac-cent-tchu-atenist condition in town — sir — the most ac-cent-tchu-atenist!

TRICK BALLY

Bing Crosby, Betty (redheaded) Hutton, Betty (blonde-bombshell) Hutton and Sonny Tufts can lead the customers to your theatre via sign pointers showing the stars thumbing the way. Cut out arrows from compo board, mount the heads and have your artist draw in thumbs.

Copy for Sonny Tufts and the two Huttons reads: "Going Bing's Way? See 'Here Come the Waves'!" Copy for Bing reads: "Going My Way? See 'Here Come the Waves'!"



IN ALL CASES where the Waves are conducting recruitment drives you will find them ready and willing to cooperate with you in getting the picture the widest possible attention. If, however, there is no recruitment drive going on at the moment, the chances are that you will find the Waves ready to go along with you on an institutional campaign! See the nearest Wave recruitment office early!

In New York City, for instance, the Waves tied in nicely with a subsequent run situation in which the institutional angle was plugged. Here's what was done:

Operators of the subsequent run situations paid for a number of 40 x 60 display pieces based on stills showing Wave activities. These were posted in lobbies long in advance of the playdates. Then tie-ups were made with schools in which children in the photo classes went out and took pictures of the Waves of various ranks on the streets. These were posted in theatre lobbies and special prizes went to kids who correctly identified the insignia.

Also, special heralds, slanted at Wave activities were paid for by the theatre operators. These were distributed in the schools and to interested organizations such as welfare out-

Big Air Campaign Got 'Waves' Off to Fine Start!

"Here Come the Waves" is hogging the air waves! During the week December 16th — December 23rd, SIX top network shows carried plugs for the picture. Two of the shows originated from Hunter College in New York, the Waves indoctrination center, while one came from the San Diego Naval Base, the Waves training station. In all of the broadcasts, songs from the tuneful Mark Sandrich production were featured.

From Hunter College, over the Blue network, came "Spotlight Bands" with Sammy Kaye's Orchestra. Also emanating from Hunter College was "Vox Pop," over C.B.S. Bing Crosby, one of the stars of "Here Come the Waves" was cut into the "Vox Pop" show from the West Coast in a salute to the Waves.

From San Diego came the Bob Hope show which was built around the picture and presented to an audience of Waves. Bing Crosby guest-starred. After the program Hope and Crosby put on a special show for 2500 Waves at the Russ Auditorium. This was followed by a preview of "Here Come the Waves."

Bing Crosby was set for a guest appearance on the popular "Radio Hall of Fame" program over the Blue network. "Here Come the Waves" came in for a plug.

Naturally Bing went to town for "Here Come the Waves" on his Kraft Music Hall

Set to Co-operate!

DIRECTORY OF TRAINING SCHOOLS OF THE WOMEN'S RESERVE

Naval Training School (WR), Hunter College Annex, The Bronx, New York.

Naval Training School (Storekeeper-W), Georgia State College for Women, Milledgeville, Georgia.

Naval Training School (Storekeeper-W), University of Indiana, Bloomington, Indiana.

Naval Training School (Yeoman-W), Iowa State Teacher's College, Cedar Falls, Iowa.

Naval Training School (Yeoman-W), Oklahoma A & M College, Stillwater, Oklahoma.

Naval Training School (Specialist (M)-W), Sampson, New York.

Naval Training School (Aerographer's Mate-W), Naval Air Station, Lakehurst, N. J.

Naval Training School (Aircraft Instruments-W), Chicago School of Aircraft Instruments Inc., 2200 Lawrence Ave., Chicago, Ill.

Naval Training School (Control Tower Operator-W), Naval Air Station, Atlanta, Ga.

Naval Training School (Link Trainer Instructor-W), Naval Air Station, Atlanta, Georgia.

Naval Training School (Parachute Rigger-W), Naval Air Station, Lakehurst, New Jersey.

Naval Hospital Training Wave Hospital Corpsmen, Bethesda, Maryland.

eling trucks, appropriately bannered, would have made the rounds, and other important cooperation would have been forthcoming.

List of Wave training schools on this page should be studied for possible tie-ins. In all cases the Public Relations officer should be consulted about every phase of the cooperation. These phases may take the form of parades, possible band concerts, special screenings at the theatre or at the schools, etc.

In situations where the Waves have radio time it may be possible to arrange for spot announcements calling attention to the picture and playdate. Also, local Waves home on furlough can be honored at the theatre as guests during the run of the picture. If there are any Waves stationed in your community, these, too, should be honored.

If there is a recruitment drive in progress it may be possible for you to banner Wave sound equipment trucks, etc.

While "Here Come the Waves" is an excellent recruitment film, it is important that you bear in mind at all times that it is not a documentary and that the picture is a gay comedy with good music, starring Bing Crosby, Sonny Tufts and two Betty Huttons. And it contains the hit "Ac-cent-tchu-ate the Positive!"

Thursday show over NBC. Waves in the Los Angeles area attended the performance.

Another program to include a plug for "Here Come the Waves" was Truth or Consequences, Saturday evening, over NBC.

During an earlier Bing Crosby show, star Crosby introduced the song from "Here Come the Waves," which is likely to become a Number One hit, the catchy "Ac-cent-tchu-ate the Positive." And to "accentuate the positive" plug, it has been arranged for Cass Daley, popular comedy singer, to render the song on the Maxwell House show. Also, Joe Lilly will give out with it on one of the Dinah Shore air shows.

Recently, on "We, the People," a CBS show which enjoys a fine Crosley rating, dynamic Betty Hutton, one of the three stars of "Here Come the Waves," told about her experiences during her trip thru the Pacific war area. "Waves" was duly credited.

Christmas Day, Bing Crosby made a guest appearance on the Elgin Christmas program, a two hour show over CBS. Again, there was mention of "Here Come the Waves."

There will be much more of the same. Watch for it!

LOBBY: Another Big Chance for You to Ac-cent-tchu-ate the Positive!

Take the town to sea in a lobby filled ocean of stars, laughs, tunes and beautiful wavelettes! You can give 'em a broadside of selling stunts by going nautical in your lobby and out front. Here is a tidal wave of suggestions for lobby and front aimed at simplicity and punch.

1. An effective over-the-marquee display can be made with a compo board cutout of a battleship, animated so that it heads directly to two blow-ups of the Betty Hutton twins. Bing Crosby and Sonny Tufts make up the crew of the ship and they're shown looking out at Betty. The heads of the stars should be mounted at the top of the ship. The Hutton twins blow-up should be secured to one end of the marquee. A bomb burst can be displayed directly above the guns. Letter the title, songs and this copy on the burst: "Bing's at sea! Sonny's at sea! And Betty's the pride of the Navy! 'Here Come the Waves!' There are Waves of Laughter — Oceans of Love! And two Betty Huttons"

2: Let the Waves take over the Lobby while Bing and Sonny try to anchor the Hutton twins! A compo board cut-out of a lifeboat full of gals will do the trick. Stills showing Betty's beautiful shipmates should be used for the crew. Blow-ups of Tufts and Crosby should be placed to the side of the ship. Two standees of the Hutton twins completes the art for this display. Life preservers should be put around the Hutton blow-ups with the ropes held by Tufts and Crosby.

Copy should be set in balloons: Tufts: "Get set for Waves of laughter! and my singing!" Crosby: "Get set for a twenty-four musical gun salute! and my crooning!" The Hutton twins: "Get set for Bing and Sonny and both of me! I'm twins!"

3: Sell the hit tunes of "Here Come the Waves" with an out-front set-up that gets across the song titles in shell bursts from a flashing gun, aimed at Tufts, Crosby and the Hutton twins. Place a stove pipe or mailing tube cannon out front with a gun crew made up of Bing Crosby, Sonny Tufts and Betty Hutton. Use blow-ups of the stars. Put a flasher bulb in the barrel of the gun to add eye-appeal. Dry ice can be used in the barrel too, for a smoke effect. Directly in front of the gun plant a one-plane board displaying the bomb bursts. On each burst letter the song titles. The title should be lettered across the top of the board.

4: For a novel attention-getter and to provide a little fun for the fans, make them walk a gangplank to buy their tickets. It should be simple for your house carpenter to construct a gangplank, with a few two-by-four planks and canvas for the sides, that will be sturdy and safe. Lettered on the canvas sides can be lines like: "Walk the gangplank for Waves of laughter, love and music! Watch your boy friend because 'Here Come the Waves!'"

5: Pipe the music of "Here Come the Waves" to the ticket buyers out-front by playing the records over your



A sock lobby piece — which can be made in any desired shape — can be made up almost directly from this art, which is of Mat 2AE, illustrated on Page 19 of this Press Book. Art elements can be picked up from the poster paper (see back cover) and your staff artist can letter in the copy and color it up! It's a good idea to study the ads for lobby display ideas.

P.A. system. The music should also be sent to the lobby as well, it will do a job of selling the fans on "Here Come the Waves" — and in particular, don't forget to accentuate "Accentuate the Positive."

6: Bing and Sonny can roll their eyes from a redheaded Betty Hutton to a blonde Betty Hutton in a simple animation.

The eyes can be cut from a blow-up of Still 1388-180 and the pupils are painted on a sheet of oiled paper. Attach the tissue to a wooden frame which should be hooked up to a pendulum arrangement. A slow-moving motor should be used to move the eyes back and forth.

Still 1388-64, showing the two Huttons, can be cut and mounted on compo board. The blonde Hutton goes on one side of the boys and the redhead on the other. Put a strong light behind the oiled panel to give the eyes sparkle. If you use blow-ups, order them in any desired size directly from National Screen Service.

Copy: "She's a redhead! She's a blonde! She's Betty Hutton and she's double-trouble for Bing and Sonny in 'Here Come the Waves!'"

Solution to Contest on Page Seven

SONG	PICTURE
"Sunday, Monday and Always"	"Dixie"
"If I Had My Way"	"If I Had My Way"
"White Christmas"	"Holiday Inn"
"Only Forever"	"Rhythm on the River"
"Too Romantic"	"Road to Singapore"
"I Have Eyes"	"Paris Honeymoon"
"On the Sentimental Side"	"Doctor Rhythm"
"I'm an Old Cowhand"	"Rhythm on the Range"
"My Heart and I"	"Anything Goes"
"June in January"	"Here is My Heart"
"Love in Bloom"	"She Loves Me Not"
"Pocketful of Dreams"	"Sing You Sinners"
"Moonlight Becomes You"	"Road to Morocco"
"Old Glory"	"Star Spangled Rhythm"
"Be Careful, It's My Heart"	"Holiday Inn"
"If You Please"	"Dixie"

SNAPPY CATCHLINES OF MANY PURPOSES

The copy line: "Here Come the Waves" — It's a 4-star musical hit with Bing Crosby, Sonny Tufts and two Betty Huttons," can be used in a variety of campaign promotions.

Reach the newspaper readers by using the line for a teaser at the bottom of newspaper columns. It can be used early in the campaign as a teaser and, later, as a follow-up on the newspaper's picture review.

The copy is right on the beam for your at-the-theatre build-up. To emphasize the title and the three big names, make a star-studded ceiling for your lobby. Cut out stars and mount pictures of the cast. Mount them on the ceiling and between each star place a flashlight bulb. On the cuff, between the ceiling and wall, letter in the copy line.

Your marquee should display the line, right below the cast credits. It would be a good idea to use colored letters for the marquee line up.

Supplementary copy such as "Here comes love. Here comes comedy. Here comes music. Here come beautiful girls" might be added after the catchline. Or, the lines "a broadside of laughs," "a barrage of beauty," "a salvo of songs," can be used.

Advertising Mats

BING
"AC-CENT-TCHU-ATES
THE POSITIVE"...
STARTS A
TIDAL WAVE
OF JOY!

BING CROSBY
He's going that way again!

BETTY HUTTON
As twins, she's twice as good!

SONNY TUFTS
He's what they mean about sailors!

"Here Come The Waves"

A Paramount Picture

A MARK SANDRICH PRODUCTION

By JOHNNY (GI Jive) MERCER and HAROLD ARLEN, including "Ac-cent-tchu-ate The Positive," "Let's Take The Long Way Home," and lots more!

Hundreds of ship-shapely lovelies!

4 COLS. x 150 LINES . . . 600 LINES

MAT 4A-60

TRAILER NATIONAL SCREEN SERVICE

All of the selling highlights of "Here Come the Waves" have been embodied in the TRAILER produced by Paramount and distributed by National Screen Service. Order it early and put it to work well in advance of showing. Contact the nearest National Screen Service branch.

1307 So. Wabash Ave.
CHICAGO, ILL.

2018 So. Vermont Ave.
LOS ANGELES, CAL.

300½ So. Harwood St.
DALLAS, TEXAS

1201-07 Vine St.
PHILADELPHIA, PA.

1003 High Street
DES MOINES, IOWA

219 Mint St.
CHARLOTTE, N. C.

2949 Cass Ave.
DETROIT, MICH.

1706 Wyandotte St.
KANSAS CITY, MO.

630 Ninth Ave.
NEW YORK, N. Y.

2413 Second Avenue
SEATTLE, WASH.

36-38 Melrose St.
BOSTON, MASS.

2136 Champa St.
DENVER, COLO.

920 New Jersey Ave., N.W.
WASHINGTON, D.C.

3318 Olive St.
ST. LOUIS, MO.

1105-07 Currie Ave.
MINNEAPOLIS, MINN.

141 Walton St., N.W.
ATLANTA, GA.

1431 Cleveland Ave.
NEW ORLEANS, LA.

2336 Payne Ave.
CLEVELAND, OHIO

500 So. Second St.
MEMPHIS, TENN.

Cheer Cheer the Gang All Here!

Bing Crosby
Two **Betty Hutton**
Sonny Tufts

They "Ac-cent-tchu-ate
The Positive"
In Paramount's Bing,
Bang, Beautiful
Musical!



**"HERE
COME THE
WAVES"**

**A FLEETFUL
OF SONGS!**
Heart Heart "Ac-cent-tchu-ate
The Positive," "Let's Take The
Long Way Home," and lots
more by JOHNNY (GI Jive)
MERCER and HAROLD ARLEN!

★
with ANN DORAN • GWEN
CRAWFORD • NOEL NEILL
CATHERINE CRAIG
MARJORIE HENSHAW
Original Screen Play by Alan
Scott, Ken Englund and Zion Myers
Directed by
MARK SANDRICH

Hutton! Hutton! they're both Betty Hutton!

Betty's coming
at you leaving
Sonny alone!

3 COLS. x 166 LINES . . . 498 LINES

MAT 3AB—45

IT'S A BING, BANG, BEAUTIFUL MUSICAL!



Crosby and Tufts hit the high C's
with the double-trouble Hutton

**BING
CROSBY**
He Ac-cent-tchu-ates The Positive
**2 BETTY
HUTTONs**
She's twins and twice as terrific
**SONNY
TUFTS**
in his first singing role

**Here
Come
The
Waves**

with ANN DORAN • GWEN
CRAWFORD • NOEL NEILL
CATHERINE CRAIG
MARJORIE HENSHAW
Original Screen Play by Alan
Scott, Ken Englund and Zion Myers
Directed by
MARK SANDRICH

MARK SANDRICH
PRODUCTION

4 COLS. x 125 LINES . . . 500 LINES

MAT 4AC—60

Cheer! Cheer!
The Gang's
All Here!



Here Comes

BING CROSBY

Hear him sing
"Ac-cent-ichu-ate
The Positive"



Here Comes

BETTY HUTTON

She's terrific
as twins



Here Comes

SONNY TUFTS

In his first
singing role

In Paramount's
**"Here
Come
The
Waves"**

A
MARK SANDRICH
Production

Directed by
MARK SANDRICH

225 LINES

MAT 1A—15

Cheer! Cheer!
THE GANG'S ALL HERE!



BING CROSBY

Hear him sing:
"Ac-cent-ichu-ate
The Positive"



BETTY HUTTON

She's terrific
as twins!



SONNY TUFTS

In his first
singing role!

in PARAMOUNT'S
**"HERE
COME THE
WAVES"**

With ANN DORAN • GWEN CRAW-
FORD • NOEL NEILL • CATHERINE
CRAIG • MARJORIE HENSHAW
A MARK

SANDRICH
PRODUCTION

Original Screen Play by Alan Scott
Ken Englund and Zion Myers

Directed by
MARK SANDRICH

It's Singful of Songs!

"Ac-cent-ichu-ate The Positive,"
"Let's Take The Long Way Home"
—and lots more by the hit-
makers, JOHNNY (GI Jive)
MERCER and HAROLD ARLEN

3 COLS. x 280 LINES . . . 840 LINES

MAT 3AC—45

This Mat Also Available in Two-column by 200 Line
(400 Lines) Measure. Order Mat 2A—.30

PARAMOUNT'S THREE BIG GUNS OF FUN!

BING CROSBY
Hear him sing "Ac-cent-tchu-ate The Positive"

SONNY TUFTS
When SONNY shines, "You'll Love A Soldier"

2 BETTY HUTTONs
and they're both ship-shapely!

"HERE COME THE WAVES"

A **MARK SANDRICH** PRODUCTION

with ANN DORAN • GWEN CRAWFORD • NOEL NEILL
CATHERINE CRAIG • MARJORIE HENSHAW
Original Screen Play by Alan Scott, Ken Englund and Zan Myers
Directed by **MARK SANDRICH**

Hear
"AC-CENT-TCHU-ATE
THE POSITIVE"
"Let's Take The Long Way
Home," and that's not all
—by that hit song team,
JOHNNY (G.I. Jive) MERCER
and HAROLD ARLEN

Betty Hutton
is twin—both
the Waves of
the Waves!

3 COLS. x 133 LINES . . . 399 LINES

MAT 3AE—45

Join Bing in
A SALVO
OF SONGS—
A BARRAGE
OF BEAUTY—
A BROADSIDE
OF LAUGHS!

Here Comes
BING CROSBY
He's going your way
in a great way!

"Ac-cent-tchu-ate
The Positive"

Here Comes
BETTY HUTTON
She's double-trouble
'cause she's twins.

Paramount's
"HERE COME THE WAVES"

A **MARK SANDRICH** PRODUCTION

ANN DORAN • GWEN CRAWFORD
NOEL NEILL • CATHERINE CRAIG
MARJORIE HENSHAW
Screen Play by Alan Scott, Ken Englund and Zan Myers • Original
Directed by **MARK SANDRICH**

Here Comes
SONNY TUFTS
In his first
singing role!

WAVES OF SONGS, TOO!
"Ac-cent-tchu-ate The
Positive," "Let's Take The
Long Way Home," and
that's not all—by that
hit song team, JOHNNY
(G.I. Jive) MERCER
and HAROLD ARLEN

4 COLS. x 175 LINES . . . 700 LINES

MAT 4AB—60

Songs by **BING CROSBY**

Romance with 2 **BETTY HUTTONs**

Laughs from **SONNY TUFTS**

"Here Come The Waves"

in Paramount's

A MARK SANDRICH PRODUCTION

with ANN DORAN • GWEN CRAWFORD
NOEL NEILL • CATHERINE CRAIG
MARJORIE HENSHAW • Original
Screen Play by Allan Scott, Ken
Englund and Zion Myers • Directed
by MARK SANDRICH

3 COLS. x 100 LINES . . . 300 LINES

MAT 3A—45

Songs by **BING CROSBY**

Romance with 2 **BETTY HUTTONs**

Laughs from **SONNY TUFTS**

"Here Come The Waves"

in Paramount's

2 COLS. x 50 LINES . . . 100 LINES

MAT 2AC—30

Here Comes **BING CROSBY**

Here Comes **2 BETTY HUTTONs**

Here Comes **SONNY TUFTS**

"Here Come The Waves"

in Paramount's

A MARK SANDRICH PRODUCTION

2 COLS. x 50 LINES . . . 100 LINES

MAT 2AB—30

Here Comes **BING CROSBY**

Here Come **2 BETTY HUTTONs**

Here Comes **SONNY TUFTS**

"Here Come The Waves"

in Paramount's

A MARK SANDRICH PRODUCTION

3 COLS. x 100 LINES . . . 300 LINES

MAT 3AD—45

PARAMOUNT'S

"ACCENT-TCH WITH WAVES OF L"

BING CROSBY • BETTY HUTTON • SONNY TUFTS

Here Come The Waves

Betty's Twins . . . and Twice as Terrific!

DIRECTED BY MARK SANDRICH

A MARK SANDRICH PRODUCTION

T H E A T R E

2 COLS. x 50 LINES . . . 100 LINES

MAT 2AF—30

BING CROSBY

BETTY HUTTON

SONNY TUFTS

"Here Come The Waves"

in Paramount's

A MARK SANDRICH PRODUCTION

T H E A T R E

2 COLS. x 75 LINES . . . 150 LINES

MAT 2AE—30

Cheer! Cheer! The Gang's All Here!

Bing Crosby

Two **Betty Huttons**

Sonny Tufts

"Here Come The Waves"

A MARK SANDRICH PRODUCTION

T H E A T R E

2 COLS. x 100 LINES . . . 200 LINES

MAT 2AD—30

40 LINES

MAT 1AE—15

IT'S A BING, BANG, BEAUTIFUL MUSICAL!

Crosby and Tufts hit the high C's with Double-trouble Hutton as Twins!

BING CROSBY BETTY HUTTON SONNY TUFTS

in Paramount's

"Here Come The Waves"

A MARK SANDRICH PRODUCTION

T H E A T R E

65 LINES

MAT 1AD—15

Cheer! Cheer! The Gang's All Here!

They "Ac-cent-tchu-ate The Positive" in Paramount's Bing, Bang, Beautiful Musical!

BING CROSBY BETTY HUTTON SONNY TUFTS

PARAMOUNT'S

"HERE COME THE WAVES"

DIRECTED BY MARK SANDRICH • MARK SANDRICH PRODUCTION

T H E A T R E

2 COLS. x 38 LINES . . . 76 LINES

MAT 2AG—30

IT'S A BING, BANG, BEAUTIFUL MUSICAL!

BING CROSBY BETTY HUTTON SONNY TUFTS

in Paramount's

"HERE COME THE WAVES"

A MARK SANDRICH PRODUCTION DIRECTED BY MARK SANDRICH

T H E A T R E

2 COLS. x 25 LINES . . . 50 LINES

MAT 2AH—30

T H E A T R E

90 LINES

MAT 1AC—15

BOTH MIDGETS ON ONE MAT ORDER MAT 1M—15

BING CROSBY BETTY HUTTON SONNY TUFTS

in Paramount's

"Here Come The Waves"

A MARK SANDRICH PRODUCTION

28 LINES

14 LINES

Bing's Got A Redhead... Sonny's Got A Blonde... and They're BOTH Hutton!

They "Ac-cent-tchu-ate The Positive" in Paramount's Bing, Bang, Beautiful Musical!

BING CROSBY BETTY HUTTON SONNY TUFTS

PARAMOUNT'S

"Here Come The Waves"

A MARK SANDRICH PRODUCTION

ANN DORAN • GWEN CRAWFORD • NOEL NEILL CATHERINE CRAIG • MARJORIE HENSHAW Musical Screen Play by Alan Scott, Ken Englund and Zion Myers • DIRECTED BY MARK SANDRICH

T H E A T R E

125 LINES

MAT 1AB—15

"HERE COME THE WAVES"

"THERE'S A FELLA WAITIN' IN POUGHKEEPSIE"

"I PROMISE YOU"

"LET'S TAKE THE LONG WAY HOME"

"AC-CENT-TCHU-ATE THE POSITIVE"

'Waves' Arriving on Tide Of Comedy and Romance

ADVANCE READER

The consensus of opinion by preview audiences who've seen Paramount's "Here Come the Waves," arriving at the Theatre, is that Mark Sandrich has scored again! Producer and director of this film, Sandrich won superlative praise for another fine motion picture, "So Proudly We Hail."

Starring players of "Here Come the Waves" are Bing Crosby, Betty Hutton and Sonny Tufts — and one particular production number, "Ac-cent-tchu-ate the Positive," featuring the hit song by Johnny Mercer, seems destined to fascinate audiences with its solid rhythm, we are told. The screenplay by Alan Scott, Ken Englund and Zion Myers tells about the Miller twins, Susie and Rosemary, played by Betty Hutton in a dual role. The twins are dancers but decide to join the Waves for the duration. While in training, they meet the singing idol of the nation, played by Crosby, who falls in love with Rosemary. Susie, however, really has a crush on Bing and that's where the fun begins.

With the aid of Windy, portrayed by Sonny Tufts, Susie connives to win the groaner's attentions. Tufts, also in love with Rosemary, does everything possible to block Bing's romance. Things are complicated even more by the fact that both Bing and Sonny are Navy gobs. When the final showdown comes, plenty of surprises are in store for the custom-

ers, previewers say, with a surprise ending which keeps everyone happy.

Topping off the broadside of comedy and fun is a gala musical show under Bing's direction. Staged as an attraction to recruit Waves, the show is a howling success. Bing and Sonny do a black-face act, Betty goes into several of her now famous routines and there's a plentiful supply of songs and comedy. Among some of the tunes destined for the big time are "Ac-cent-tchu-ate the Positive," "Let's Take the Long Way Home," "I Promise You," the title song, "Here Come the Waves," and an old favorite, "Black Magic."

For lively, musical entertainment with a strong comedy vein, critics predict "Here Come the Waves" will fill the bill with plenty to spare. Catherine Craig, Noel Neill, Ann Doran and other Paramount lovelies add a decorative touch while a chorus of beauties lend their talents and charm to the production. At this writing, it appears as though Hollywood's latest and newest musical can take its curtain calls in advance.

CROSBY, HUTTON, TUFTS STAR IN 'HERE COME THE WAVES'

ADVANCE READER

The maddest, merriest mixup of comedy, songs and romance arrives at the Theatre when Paramount's "Here Come the Waves" rolls in with sure-fire success is the name cast Tufts and Betty Hutton together doing a bang-up job!

Preview audiences have been lavish in their praise of filmdom's latest epic in the line of musicals and are predicting that "Ac-cent-tchu-ate the Positive" will emerge as the nation's top song hit. It was written by songsmith Johnny Mercer. Actually, "Here Come the Waves" is a tribute to the Navy's servicemen and acts as a booster for Wave recruiting. It's the entertainment, though, that brings the house down from the opening reel on, 'tis said.

Irrepressible Betty, the Hutton-tot kid, is twice as potent in a dual role. She plays herself and her twin, redhead and blonde, respectively, thus causing double the fun and double the commotion. Things get complicated when Bing falls for one sister while the twins both fall for Bing. In the meantime poor Sonny hangs around trying to decide with which one of the girls he's in love.

The grapevine tells us that Bing's performance will rate the same kind of orchids as his "Going My Way" role although the picture is the reverse kind of story. Bing abandons his priest's garb for a Navy uniform but the same warm, human quality persists, previewers claim. Better than that, he's the idol of the bobby socks brigade in the picture causing a flood of laughs from every

side. As his amiable but confused sidekick, Sonny Tufts equals his performance in "So Proudly We Hail," according to reports.

As the action unfolds, Susie and Rosemary Miller, twin sisters played by Betty Hutton in each case, decide to give up their dancing career in favor of joining the Waves. Johnny Cabot, played by Bing, joins the Navy about the same time meeting up with Windy (Sonny Tufts), an old chum. They go after Rosemary with love and light in their eyes and from then on the theme song is "all's fair in love and war." Suffice it to say that the boys pull every trick in the bag to outwit each other with poor Susie pushed aside like a wallflower. But, in the end, she wins her man, too.

The picture is chock full of musical numbers giving Bing and Betty ample opportunities to display their versatility. Those who loudly proclaimed their appreciation of "Here Come the Waves" at preview showings emphatically declare this Mark Sandrich production a hit from every angle. The film was also directed by Sandrich from the screenplay by Alan Scott, Ken Englund and Zion Myers.

Sonny, Bing and Betty in Tuneful Film



Still 1388-N182

Mat 3PA—45

CO-STARRING TRIO in Paramount's "Here Come the Waves" are Betty Hutton, Bing Crosby and Sonny Tufts. This Mark Sandrich production, arriving at the Theatre, provides romance, songs and comedy in addition to cataloging the part Waves are playing in the present war. Tunesmiths Johnny Mercer and Harold Arlen have written some of the year's top songs including "Ac-cent-tchu-ate the Positive," "I Promise You" and the title song, "Here Come the Waves," providing a musical outlet for the talents of Bing and Betty. The picture is Bing's first since portraying a priest in "Going My Way," hailed by everyone as a screen classic.

Hutton's A Twin Package of Dynamite She Plays Blonde, Redhead in 'Here Come the Waves'

Betty Hutton is the specialty act that became a motion picture star. And in Paramount's "Here Come the Waves," currently at the Theatre, she's two specialty acts and two motion picture stars, because she's twins!

Betty, as a redhead and a blonde, co-stars with Bing Crosby and Sonny Tufts, both of whom are in love with the redhead twin, but haunted in ecstatic frenzy by the blonde. It's Betty's most terrific act, in the most star-spangled musical since "Star Spangled Rhythm."

But Betty's been terrific since she was a little girl with a funny face covered with freckles. Her greatest ambition was to be beautiful and successful. She went to work with driving ambition, and blithely hurdled any obstacles or impediments that stood in her way. She was very poor and determined to attain security for herself and her mother, and even today that craving influences her entire way of living.

Betty's first act was in a neighborhood beer garden where her mother and the neighbors occasionally spent an evening listening to Strauss waltzes while sipping beer and eating pretzels. Betty sang for the pennies and nickels tossed on the floor. It wasn't much but, in time, it led to a job with Vincent Lopez and his famous orchestra.

Following her association with Lopez,

Betty went into the Casa Manana, Billy Rose's brand new night club and was so scared at facing a Broadway audience that she all but flopped. Tipped off that she was going to be fired, Betty went out and literally made night club history.

She was so boiling mad, so burned up, that she tore the place to pieces. She swung her arms, leaped all over the stage, tore her hair, knocked over the mike and ended her song in a scream that could be heard out in Times Square. Result? A new contract with Rose that made her the star of the show with a gentle word of advice:—"You're terrific honey, but please don't tear down my nice, new place."

Betty was Broadway's newest and most amazing star. B. G. DeSylva became interested, along with every other producer in town and she was signed for "Two For the Show," putting her right in line for a big featured part in "Panama Hattie." That was all she needed. Hollywood was next. She went out to the coast, signed by Paramount for her first picture, "The Fleet's In."

The blonde comedienne's madcap comedy created a sensation and her rendition of "Arthur Murray Taught Me Dancing in a Hurry" was a landmark in movie-making.

That's when the tags of "Bounding Betty," "The Blonde Blitz," "The Merry Madcap," "Incendiary Blonde" and "Hectic Hutton" got started. She was the maddest, zaniest and most exciting dancing-singing comedienne the picture colony had ever seen.

It was all okay publicity with Betty. She was starred in "Happy Go Lucky" and "Star Spangled Rhythm." But La Hutton knew that she couldn't go on mugging and leaping around all her life so she went into the memorable Preston Sturges comedy, "The Miracle of Morgan's Creek," in a role requiring restrained dramatic acting, and turned in a beautifully sensitive performance. The picture was one of the greatest hits of the year.

Since then Betty has appeared with Bob Hope in "Let's Face It," and with Fred MacMurray and Dorothy Lamour in "And The Angels Sing." Having a way of making big successes of her pictures, "Here Come the Waves" with two Betty Huttons should prove to be the biggest comedy musical of all time.

'Here Come the Waves' Gallant Tribute
Mark Sandrich Production Is Star-studded Musical

Make a note right now to see Paramount's "Here Come the Waves," which opened last night at the Theatre, for this Mark Sandrich production with Bing Crosby, Betty Hutton and Sonny Tufts rocks the boat with laughter from here to Trinidad and back.

Bing sings, as usual; one of the numbers is "Ac-cent-tchu-ate the Positive," and it's already sweeping the country. Crosby teams with Tufts in this spot — and it's a good one!

The Waves are the honored group in this saga of songs and comedy and the action brings in some excellent shots of the training schedule which, of course, Betty must undergo. Bing, as the singing idol of the nation and Sonny are Navy gals thus making it possible to bring the trio together in the eternal triangle.

Betty plays both Rosemary and Susie Miller, a dancing team of twins. Bing goes for Rosemary — so does Tufts. Poor Susie has a crush on Bing. So it all boils down to a three-way double-cross with every trick in the bag being exerted to win the boy or the girl, as the case may be. Bing gets the first lick in when he steals Rosemary at a dinner party. Sonny comes back by having Susie pose as Rosemary and putting Bing in a bad light.

Bing Fills Request

In answer to letters from thousands of Waves, Bing Crosby sings their old favorite song, "Black Magic," in his picture.

When it was announced that Crosby would co-star with Betty Hutton and Sonny Tufts in Paramount's Mark Sandrich production "Here Come the Waves," due at the Theatre, he began receiving letters from Waves all over the country requesting that he sing the tune, which was first introduced in "Star Spangled Rhythm."

Crosby conferred with Sandrich and they arranged a spot in the tune-film for the song.

Twin Packages of Dynamite



Still 1388-N51 Mat 2PE—30 SEEING DOUBLE? It looks that way with Betty Hutton playing blonde and redhead in Paramount's Mark Sandrich production of "Here Come the Waves," currently at the Theatre. It's one of the year's finest musicals in addition to enlorgizing the gallant Waves and brings Crosby to the screen for the first time since "Going My Way." Bing co-stars with Betty Hutton and Sonny Tufts to establish something new in the way of song, comedy and romance trios.

chore since "Going My Way," the screen hit which made history. He fits nicely into a Navy uniform for his latest role and gives a mighty good portrayal as the king of the bobby-soxers, the nation's vocal champ or what-have-you. The picture brings Sonny Tufts back into his "So Proudly We Hail" form as the Navy counterpart of his "Kansas" role for that picture.

With Betty letting loose in song, dance and comedy, the entire production might be termed another "Star Spangled Rhythm," the recent Paramount classic. In addition, Noel Neill, Catherine Craig, Ann Doran and other lovelies comprise an eye-ful of beauty which should appeal to the male customers. Such top songs like "Ac-cent-tchu-ate the Positive," "Let's Take the Long Way Home," "I Promise You" and "There's a Fella Waitin' in Poughkeepsie" are sure-fire hit parade melodies judged by audience reception.

Sandrich directed "Here Come the Waves" from the screenplay by Alan Scott, Ken Englund and Zion Myers. Songs by Harold Arlen and Johnny Mercer top off the combination of contributors responsible for one of the season's merriest and entertaining musicals.

Crosby and Hutton Solid Song Senders

In his first role since playing Father O'Malley in the beloved hit, "Going My Way," Bing Crosby returns to the screen in "Here Come the Waves," in his greatest musical since "Star Spangled Rhythm." Sharing starring honors with Bing is the inimitable blonde bombshell, Betty Hutton, who is not only her usual hilarious self but two of her, for she's twins in the picture. Sonny "Kansas" Tufts of "So Proudly We Hail," is the third star in this picture currently at the Theatre.

It's a powerful trio of singing, dancing, loving characters. Bing's crooning finds competition in the mellow tones of Sonny's concert-trained voice. Actually, Sonny started his career at one of New York's smartest bistros tagged as the playboy crooner from Yale.

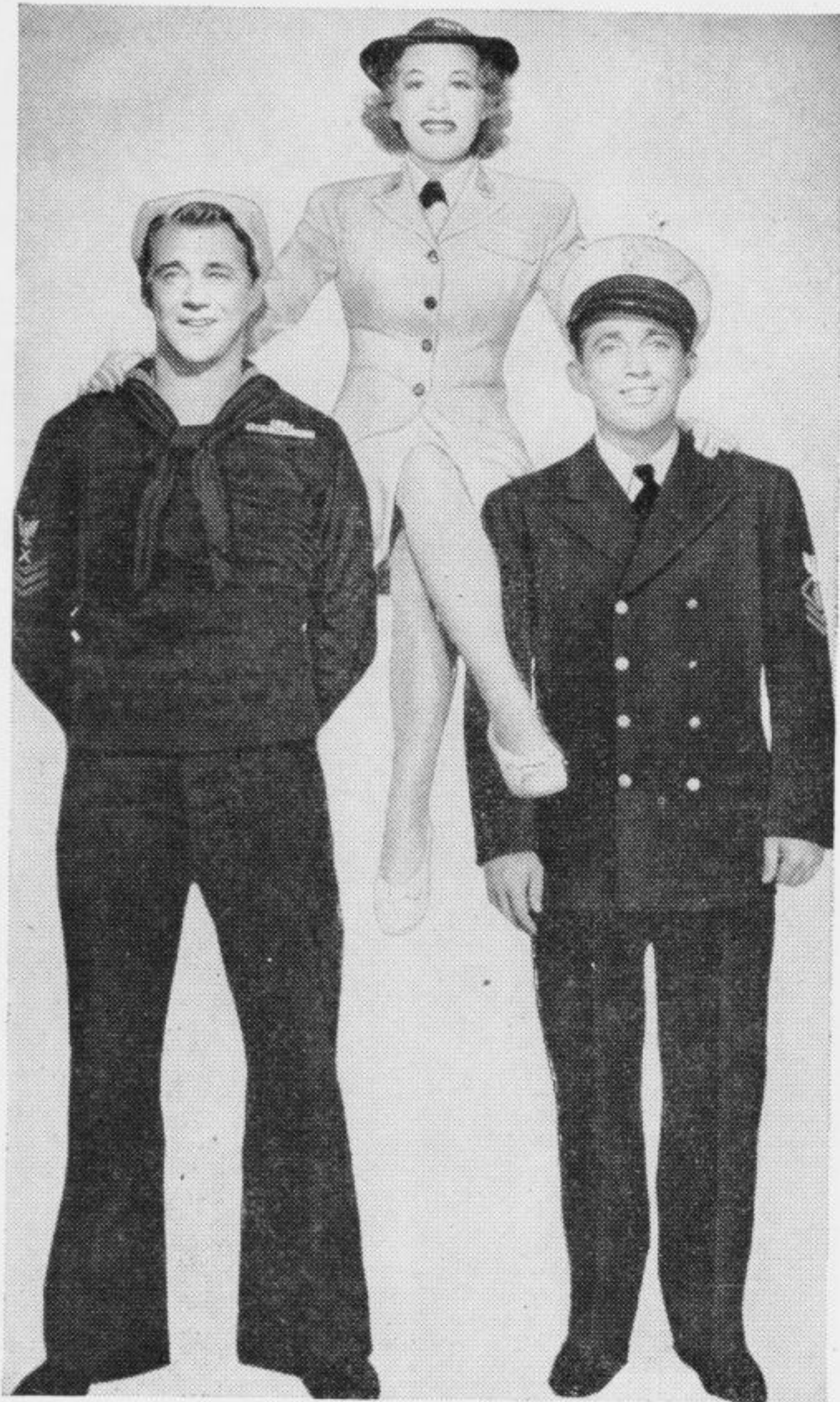
Betty's voice, and particularly her way of putting a song across, is known to all movie-goers, but for the first time they'll hear Betty singing to Betty and then Betty and Betty harmonizing.

Bing plays the part of a crooner in the picture, but a very special hyper-personalized crooner. He's the kind of crooner that for some reason just "sends" people, knocks them right out of this world on their way to heaven, with their bobby-sox's shrieks and faints in a low moan trail behind them. He's mobbed and attacked and loved and idolized by a very special army of voice worshippers, who take the town over whenever he appears.

Bing falls in love with redheaded Betty Hutton, who has no use for crooners, while her twin blonde Betty Hutton is the maddest of all his female worshippers. Sonny Tufts is also in love with the redheaded twin and, although an old friend of the crooner, resorts to some old Navy tricks to get rid of him so he can have his beautiful redhead to himself. In the meantime the girls have joined the Waves, and the boys are in the Navy, so it's an ocean full of laughs with boat-loads of ship-shape boneys. Paramount's "Here Come the Waves" has wave upon wave of hit parade songs with hundreds of glorious gals to boot.

Already heading for the top rung of the popularity song scale is "Ac-cent-tchu-ate the Positive," by Johnny Mercer and Harold Arlen which Bing and Sonny introduce in a blackface comedy routine. To accentuate the positive is positively becoming the thing to do.

Star Trio of Navy Musical



Still 1388-C234 Mat 2PG—30 IT'S SHIP-AHOY in Paramount's "Here Come the Waves," with Betty Hutton perched atop the strong shoulders of Bing Crosby and Sonny Tufts. These three co-star in Mark Sandrich's entertaining musical production now playing at the Theatre. Hit songs from the picture are said to be hit parade possibilities with Bing and Betty rendering the tunes fashioned by songsmiths Johnny Mercer and Harold Arlen. The picture pays a tribute to the gallant Waves for their heroic Navy contribution.

'Here Come the Waves' Bids For Year's Musical Honors

PREPARED REVIEW

A delightful mixture of romance, songs and comedy pays a screen tribute to the gallant Waves in Paramount's "Here Come the Waves," a Mark Sandrich production which opened in gala fashion at the Theatre last night.

Sparking this hit motion picture are three of Hollywood's finest — Bing Crosby, Betty Hutton and Sonny Tufts. It's Bing's first picture since the widely-acclaimed "Going My Way" and adds even a little more prestige to Crosby's reputation, if that is possible. With Betty Hutton playing twins in a dual role and Sonny Tufts lifting his voice in song for the first time, "Here Come the Waves" takes on a variety aspect which may out-spangle "Star Spangled Rhythm."

There's plenty of meat to this picture's story, though, with the emphasis on complications. First of all, Betty's twins in the film, playing a dual role as Susie and Rosemary Miller. The twins join the Waves and meet Bing, singing idol of the nation. Both Bing and his buddy, Tufts, fall for Rosemary and their efforts to win her hand result in some real belly-laughs by the audience. Susie, too, wears her heart on her sleeve for Crosby and arranges to put "the groaner" in hot water with the Navy from the Admiral down.

Sonny is not lax, either, in double-crossing his pal in order to impress

Sonny Tufts Goes in For Crooning
Amazes Fellow Actors with Fine Baritone Voice

Sonny Tufts emerges as a crooner in his co-starring role opposite song sensationalists Bing Crosby and Betty Hutton in Paramount's "Here Come the Waves," currently at the Theatre.

Actually Sonny's been crooning for a long time, but not on the screen. Emerging from the haughty gates of Yale University, he tucked away his lambskin and headed right for Broadway, something a Tufts had never done before. But then Sonny has always been different.

Sonny has always been a rebel. Whereas Tufts men went to either Tufts University or Harvard, Sonny chose Yale, where he started out by spending two years as a Freshman. This was because he became involved in so many activities he just couldn't find time for study. He went out for football and crew. He landed two columns to write for the Yale Daily News and made the staff of the Record. And he had bands. He wound up managing five bands at once, as well as singing in the glee club and appearing in occasional plays. During summer vacations he and his musicalians shipped as an orchestra on Mediterranean Cruises, making twenty-five round trips in all.

Sonny Tufts Rebels

A minor rebellion was quelled on the Paramount studio lot when Sonny Tufts demanded that his name be changed. Ever since hitting the nation's marquee, Sonny has been receiving ridiculing letters from film fans throughout the country asking why a six-foot, two-inch guy should be called Sonny.

After opening twenty-three letters which carried the identical plaint, Sonny approached Mark Sandrich, who was directing his current Paramount picture, "Here Come the Waves," in which Sonny appears with Bing Crosby and Betty Hutton, and demanded that he be listed hereafter as Bowen Charleston Tufts, III. The amazed Sandrich, at first not believing his ears, burst into a roar of laughter which had assistant directors bouncing up like synthetic rubber.

Sandrich finally convinced the giant that he had won prominence as "Sonny" and that "Sonny" it would be until he quit picture-making.

Bing Again



Still 1388-N178 Mat 1PD—15 BING CROSBY follows up his sterling role in "Going My Way" with another fine performance for Paramount's "Here Come the Waves," Mark Sandrich production currently at the Theatre. He teams with blonde Betty Hutton and handsome Sonny Tufts in one of the season's liveliest musicals.

Milt Gross Sketches

Milt Gross, famous cartoonist, designed the special comic backgrounds for the "show within the show" in Paramount's musical starring Bing Crosby, Betty Hutton and Sonny Tufts, "Here Come the Waves." Given orders to stage a big show in the interest of Wave recruiting, navy seamen Crosby and Tufts put on a terrific production with hundreds of dancing, singing Waves, vaudeville acts, blackface comedy routines and nine new Mercer-Arlen hit tunes. For this "show within a show" the talents of Milt Gross were employed, resulting in some of the funniest scenic backdrops ever used.

Betty Hutton Makes Post-War Agreement

While everyone has been talking about giving returning service men and women the jobs they had before taking off for the wars, Betty Hutton has gone them one better, has already signed her hairdresser, Doris Harris, to a contract which becomes effective immediately after Doris is mustered out.

Doris had been Betty's hair-do expert ever since the Blonde Blitz hit Hollywood three years ago to appear in "The Fleet's In." Since then she became as much a friend as a hairdresser. She joined the Waves after trying on the costumes Miss Hutton wears in Mark Sandrich's forthcoming musical at Paramount, "Here Come the Waves," due at the Theatre, in which she co-stars with Bing Crosby and Sonny Tufts, but was actually interested because two of her brothers are already in the service.

When Miss Harris left for Hunter College and basic training, she carried a contract with Betty Hutton with her as a testimonial that most movie stars don't forget.

"Here Come the Waves" is a breezy musical in nautical style with Johnny Mercer-Harold Arlen tunes which sparkle and scintillate. One of these is "Ac-cent-tchu-ate the Positive," a refrain that's already sweeping the country. Bing and Sonny do a blackface routine accompanied by a chorus for the scene in which the song is stressed and the act goes over big, 'tis said. Comedy keynotes the production, according to reports, and the musical promises to get ovals from audiences.

Separate Wardrobes

It had originally been intended that Betty Hutton wear 38 different outfits in her starring role in Mark Sandrich's new Paramount production "Here Come the Waves," arriving at the Theatre.

However, because the twins portrayed by Betty are so different in personality, Edith Head, studio fashion expert, designed two separate and complete wardrobes to reflect the different personalities of the girls. The blonde twin will have a flamboyant wardrobe, while the redheaded twin will wear more subdued clothes.

As a result, Betty wears a total of 76 different dresses and uniforms for the picture.

Bobby-Soxers Go Big For Bing, Too
'Groaner's' in Form for 'Here Come the Waves'

The young man for whom the bobby-sockers swoon as his heavenly voice knocks them out of this world in Paramount's "Here Come the Waves" is that famous personality, that inimitable crooner, that legend of Hollywood — Bing Crosby. He's co-starring

currently at the Theatre with Betty Hutton and Sonny Tufts in the most dazzling musical since "Star Spangled Rhythm," and for good measure he sings the hit John Mercer tune, "Ac-cent-tchu-ate the Positive."

Bing is unquestionably the most fabulous of all fabulous Hollywood personalities. The legendary Bing, as he is known in the popular mind of America, is quite a different fellow from the one who crowds so much work into each day that he needs most of his brothers to help him handle it.

Crosby is generally envied in the minds of all fun-loving, leisure-loving Americans as a lazy, carelessly-dressed but loud-shirted young man, who croons, runs a racing stable and carries on raucous exchanges of wit during golf matches with Bob Hope. Indifferent, easy-going, his hat on the back of his

Fan Mail Problem

The oddest fan mail photographs ever sent out from Hollywood are being sent, by the thousands, to theatre-goers who write Betty Hutton for pictures.

Instead of sending the usual glamor photograph, Betty had a still made up which shows her both as a redhead and a blonde, the twin roles she plays in Mark Sandrich's Paramount musical "Here Come the Waves," currently at the Theatre and in which she shares starring honors with Bing Crosby and Sonny Tufts.

Since Betty's fan mail has reached the astronomical figure of 12,000 a week, she ordered 150,000 of the dual pictures, enough to cover her fan mail requests for twelve weeks.

Ready to Fall for Sonny



Still 1388-C96 Mat 2PF—30 THIS IS ROMANCE in a new way as Betty Hutton listens eagerly to Sonny Tufts' cooing. This pair co-stars with Bing Crosby in Mark Sandrich's Paramount production of "Here Come the Waves," arriving at the Theatre. Betty's terrific in her dual role as blonde and redhead while Bing adds laurels to his acting reputation with another fine performance right on the heels of "Going My Way." Comedy, romance and musical gems make "Here Come the Waves" a sparkling interlude of screen entertainment.

Tough Assignment

One of Betty Hutton's chief worries for Paramount's "Here Come the Waves," currently at the Theatre, was the duet she does by herself. She's twins, you see, a redhead and a blonde. In the scene, Betty sings a Johnny Mercer-Harold Arlen tune, "Join the Navy."

"I had to sing both harmony and melody," Betty explained. "That means two separate sound tracks, two recordings and the most painstaking timing in the world."

Miss Hutton was sold on the dual role, however, feeling that she had a chance to be herself and act at the same time.

"Sort of a cleaned up 'Dr. Jekyll and Mr. Hyde,'" she asserted.

Musical Movie About Waves Called 'Show Within Show'

Its a "show within a show" at the Theatre, where Paramount's sparkling four-star musical comedy, "Here Come the Waves," is holding forth with Bing Crosby, Sonny Tufts and two Betty Huttons in the stellar roles.

While glorifying the magnificent work being done by the Waves in this war, producer-director Mark Sandrich found a means of taking his beautiful Waves out of uniform so they could cavort to their hearts' content without offending Naval rules. He stages a show within a show.

In consequence, "Here Come the Waves" is a rippling musical which features a rippling musical. Bing, the Chief Petty Officer, becomes a song and dance man. Gunner's Mate Sonny Tufts becomes a chorus boy and Betty Hutton, the blonde Wave, and Betty Hutton, the redhead Wave, become comedienne and chanteuse, respectively.

Bing is recalled from his ship before he sails for the South Pacific in order that he might lend his talents and reputation as a crooner to the Wave recruiting drive. He brings Sonny along as his assistant and the two find themselves working with powder puffs instead of gun powder.

Cider Cocktail Strenuous Role

Betty Hutton, soon to be seen in Paramount's "Here Come the Waves," loves apples and likes to eat them in any form. One of her favorite pick-me-ups is a cider cocktail and here is how she makes it:

2 cups sweet apple cider, 3 cups sparkling water. Chill cider and sparkling water thoroughly. Combine and serve at once. Serves six allowing 2/3 cup per serving. This also makes a tangy festive prelude to any company dinner, according to Miss Hutton.

Bing's Carrying the Mail



Still 1388-N88 Mat 2PB—30 COULD IT BE Bing Crosby and Sonny Tufts in Paramount's "Here Come the Waves"? Yes, that's Bing on the left as a mailman in black face with Sonny garbed in a doorman's outfit. This Mark Sandrich musical due at the Theatre co-stars Sonny, Bing and bombastic Betty Hutton in a light and tuneful comedy which also pays a tribute to the gallant fighting Waves. Brand new hit tunes and an old favorite are additional highlights in the picture.

Sonny Tufts Makes Debut as Vocalist

One of the most phenomenal film careers is enjoyed by hulking, handsome Sonny Tufts, who rose overnight to star stature following his appearance in Paramount's "So Proudly We Hail."

Currently co-starring with Bing Crosby and Betty Hutton in "Here Come the Waves" at the Theatre, Sonny gives his fourth screen performance in which he adds a beautifully trained tenor voice to his many other acknowledged talents.

Sonny not only proves his singing ability but has the audacity to do a duet with the Groaner and to mingle notes with that exemplification of spontaneous combustion, Miss Hutton. A musical featuring the work of the Women's Naval Reserve, "Here Come the Waves" presents a show within a show.

As part of a Waves Recruiting program, Bing and Sonny are put in charge of a big-time musical show, which takes all the pretty Waves out of uniform and into high-kicking chorus girl costumes.

Betty Hutton does specialty numbers that are typically bombastic and terrific. The Wave chorus does a jitterbug routine with a line of snake-hip gobs and Sonny and Bing, in blackface, harmonize on a new Mercer-Arlen hit tune, "Ac-cent-tchu-ate the Positive."

"Anyone," remarked director Mark Sandrich, who debuts as a singer in company with Bing Crosby and Betty Hutton deserves some sort of recognition at the Annual Academy Awards.

Producer's Policy Found Successful

Sandrich Combines Top Entertainment with War Themes

In keeping with a resolution made at the time of Pearl Harbor, Mark Sandrich, Paramount producer-director, is maintaining his record of making nothing but great entertainment pictures, which, incidentally, aid the war effort.

His latest, "Here Come the Waves," currently at the Theatre with Bing Crosby, Sonny Tufts and two Betty Huttons in the starring roles, is as glorious a star-spangled musical as has been produced since "Star Spangled Rhythm," yet a magnificent tribute to the ladies of the U.S. Navy.

Sandrich started his parade of patriotic pictures with "So Proudly We Hail," one of the most engrossing screen dramas of the past year and devoted to the heroism of nurses serving with the armed forces on Bataan. This was followed by "I Love A Soldier," starring Paulette Goddard and Sonny Tufts, in which women defense workers were eulogized.

In "Here Come the Waves," Sandrich

Two Betty Huttons Better Than One

If you think you've not seen enough of that bombshell beauty of bombastic song, Betty Hutton, you will when you see her in "Here Come the Waves" at the Theatre. There's not just one Betty Hutton, but two, a redhead and a blonde, and they talk to each other, sing at each other and even harmonize.

Betty co-stars with crooner Bing Crosby and that handsome, hulking star of "I Love A Soldier," Sonny Tufts, in this gayest of musicals since "Star Spangled Rhythm." In addition there's a star-studded cast of beautiful Wavelets, and six new hit tunes by Mercer and Arlen with a new rendition of "Black Magic" by Bing in addition to the popular "Ac-cent-tchu-ate the Positive."

Betty is a dazzling redhead who joins the Waves and Betty is also a dazzling blonde who is madly in love with swoon-crooner, Bing Crosby. They're definitely not identical twins because the color of their hair is different and so are their ideas. The redhead twin has no use for bobby-sox enthusiasts who are "sent" every time they hear a certain voice. The blonde twin would just as soon spend her entire life in a heaven-sent dream world, but she joins up with her

Betty's Eyeing Bing Crosby



Still 1388-C192 Mat 2PC—30 THE EYES HAVE IT in Paramount's "Here Come the Waves" as Betty Hutton exchanges glances with Bing Crosby. This engaging duo co-stars with Sonny Tufts in one of the year's most entertaining musical hits. The picture is a Mark Sandrich production and arrives at the Theatre. Comedy, romance and hit songs keynote this entertaining movie which also focuses on the important work done by the gallant Waves.

has as many new angles as it has new tunes.

The activities of the Waves, as authentically recorded with full Navy supervision, serves as background for the musical frolic. A special camera unit was sent to New York for shots of Hunter College, Wave indoctrination center. Another unit covered the great naval base at San Diego.

Captain Helen McFee, head of the Waves, worked directly with Sandrich in setting up the story. Lt. Comm. Louise K. Wilde remained in Hollywood during filming, and Commander Glen Jackson, former Navy flier, was on hand to make certain that Navy rules and regulations were observed.

"Here Come the Waves" is a beautiful, moving tribute to the Waves, as well as a top musical with boatloads of song, oceans of laughs and a bevy of sea-going beauties.

Sonny Lends a Hand To Chum in Service

Sonny Tufts has just added a knowledge of Alexander Hamilton portraits to his list of things necessary to know.

It seems that the six foot, four inch star has a buddy in the service who writes to him constantly. Recently, while Sonny was deep in study of his role with Bing Crosby and Betty Hutton, in Mark Sandrich's Paramount musical, "Here Come the Waves," currently at the Theatre, he received a wire, marked urgent, from this friend, requesting a portrait of Alexander Hamilton.

Since the man lives in barracks, Tufts couldn't understand what he wanted with a portrait of the Revolutionary character. Then he started thinking. He got an idea, scrutinized the bills in his wallet, noted that the ten dollar one bore Mr. Hamilton's likeness.

Sonny sent his pal the ten dollars, together with an additional five in payment for the gag. It is against telegraph rules to wire for money, if the wire is sent collect.

'Waves' Glamorous -And That's Not All

There are so many beautiful girls in the cast of Paramount's "Here Come the Waves," current musical hit at the Theatre, that Bing Crosby and Sonny Tufts aren't sure whether co-star Betty Hutton really is both a redhead and a blonde, or whether they're seeing double.

Mark Sandrich, producer extraordinary, hand picked his beautiful Wavelets. First there's Ann Doran, busiest little character player in Hollywood, who plays a straight dramatic part in this star-spangled musical. Then there's the Pasadena Playhouse graduate, Gwen Crawford, who has a featured role as one of the five Waves who work with Miss Hutton throughout the musical.

Contract players Noel Neill, Catherine Craig and Marjorie Monahan are all film beauties who passed the Waves test set down by Technical Advisor Lt. Comm. Louise K. Wilde, as to hair-do, approved age, physique, etc.

Lucy and Dorothy Knock portray sister Waves and Gloria Anderson is cast as a boogie-woogie piano player, a music-mad Wave. Sixteen-year-old Gloria Saunders, who was recently discovered by Paramount and signed to a contract, makes her debut in the Crosby-Hutton-Tufts starrer, as do Mona Freeman, Virginia Morris, Louise La Planché and Maxine Fife.

In addition to all these beauteous starlets, there are three hundred extras and twenty-two dancing girls in the lavish "Poughkeepsie" number alone. It looks as though this musical won't only be a sensation on the home front, but it should be just about what the cold reaches of the Aleutians, the warring European fronts and the desolate Allied outposts might be wanting.

They've been screaming "bring on the girls," which is just what Paramount does in this one, and they're all the kind of lovelies that will make those cold distant climes seem warmer and the distance home a little shorter.

Remember, too, that "Here Come the Waves" is a four-star picture with Bing, Sonny and two Betty Huttons.

Navy Gal



Still 1388-C241 Mat 1PB—15 ATTRACTIVE Betty Hutton plays a Wave in Paramount's "Here Come the Waves." Mark Sandrich production due at the Theatre. In fact, Betty plays two Waves in her twin role as redhead and blonde, co-starring with Sonny Tufts and Bing Crosby. The film is one of the top musical treats of the season.

The Navy Goes Into a Huddle



Still 1388-C15 Mat 2PA—30 OVER THE TABLE Betty Hutton and Sonny Tufts discuss a serious matter in Paramount's Mark Sandrich production of "Here Come the Waves," now playing at the Theatre. The matter concerns the big Wave recruiting show presided over by Bing Crosby who co-stars with Betty and Tufts. The show is one of the musical high-lights of this entertaining picture which combines romance, comedy and songs. Tunesmiths Johnny Mercer and Harold Arlen get credit for song hits.

Blonde, Brunette or Redhead?

Casting Betty Hutton in her dual role of redhead and blonde in Paramount's newest and most sparkling musical, "Here Come the Waves," currently at the Theatre, has caused more than a mild furore among the country's redheads, blondes and, to say the least, brunettes.

First of all, Betty completely upsets the time-honored tradition that redheads are the most bombastic breath-takers on the color chart. She plays a redhead who is, heaven forbid, demure. And not only is she demure, but she's even sensible!

By contrast, Betty also plays a blonde and her blonde's temperament is all that the redheads have always maintained was exclusively and devastatingly theirs. Betty's blonde is terrific, dynamic, and flamboyantly amorous. She is, in short, overpowering!

And who would know better than Bing Crosby and Sonny Tufts, co-stars with the double-threat Betty? Who better experiences the tempestuous emotionalism of the blonde than Bing who, as a heaven-sent crooner, "sends" her

into another world? And what of Sonny, whose six feet four inches finally fall limp in the arms of the ravenous blonde?

But aside from the outcries of the redheads and the resounding cheers of the blondes, is the low, slow moan of the brunettes. The brunettes aren't miscast, they snarl they are "uncast," which is even worse. Why couldn't Betty have been triplets?

Never since publication of "Gentlemen Prefer Blondes" have the ladies raised their voices so violently. Never has a picture been the center of so great a feminine hair-pulling contest. Never has a star-studded musical, paying respectful tribute to a branch of the service, found itself the hub of so much hub-bub as Paramount's "Here Come the Waves."

Betty Gets a Dunking For Scene in Picture Maxine Fife Awaiting Call for Service Tour

A simple scene in Paramount's "Here Come the Waves" shows Betty Hutton floundering in the water after tumbling off a warship. It doesn't take more than two seconds of screen action but the time spent filming the scene on the set is another thing. Actually, it was many hours before the desired result could be obtained.

Producer-director Mark Sandrich put the crew through its paces at least a dozen times before the cameras started grinding. Sonny Tufts and Bing Crosby who co-star with Betty in the musical arriving at the Theatre, stood idly by watching the proceedings.

Finally, all was ready for Betty to take the plunge. As she started somersaulting into the big tank set up on the sound stage, Sandrich called for a halt — something was wrong. It was too late, though, and Betty had a free bath. Repeat an incident like this about one dozen times, and you have an idea of what Hollywood actresses go through for just a simple movie scene.

Sandrich Scores Once More With 'Here Come the Waves'

Mark Sandrich, producer extraordinary, has swiftly become a colossus on the Hollywood front. He's currently responsible for Paramount's "Here Come the Waves," now at the Theatre, and starring Bing Crosby, Sonny Tufts and Betty Hutton.

It was Sandrich, oddly enough, who was responsible for discovering Sonny and giving him the juicy part of "Kansas" in "So Proudly We Hail." One need look no further back in Sandrich's career than one of his previous productions to find him giving a star-building role to a comparatively unknown actress. The girl is Marjorie Reynolds and the picture "Holiday Inn." Marjorie was a Western heroine before Sandrich discovered her.

It was Sandrich who gave Fred Astaire his first film role in "Gay Divorcee" which also was the first picture in which Ginger Rogers received star billing. In that film, too, he gave a debut chance to an unknown who soon became a star — Betty Grable. So obviously Mark Sandrich is a top star-maker as well as a top picture-maker. His record proves that.

That record, oddly enough, is almost

Huge Chorus Scene He's a Pin-up Boy

Three hundred extras and forty dancing girls appear in the lavish "Poughkeepsie" number in Paramount's musical, "Here Come the Waves," which opened at the Theatre.

Probably the most arduous training ever given chorines was meted out to the forty screen Wave lovelies in this Bing Crosby-Betty Hutton-Sonny Tufts starrer. The girls worked daily for eight weeks to perfect their dance routines.

"Here Come the Waves" is a glorious tribute to the Women's Naval Reserve and is set against a musical background filled with laughter, song and solid comedy. Actually it's a four-star production with Bing, Sonny and two Betty Huttons, for Betty appears not only as her famous flamboyant, hilarious blonde self, but as a redhead as well.

An oft-requested song is warbled by Bing in the picture. It's "Black Magic," introduced in "Star Spangled Rhythm."

Tufts Gets Tough with Bing



Still 1388-C45 Mat 2PD—30 CROSBY'S IN TROUBLE as Sonny Tufts button-holes the crooner in Paramount's Mark Sandrich production of "Here Come the Waves," now playing at the Theatre. Sonny co-stars with Bing and bombshell Betty Hutton in a musical which also salutes the gallant Waves. The story provides comedy high spots with Bing and Sonny attempting double double-crosses in order to win the hand of their lady fair. Songs by Johnny Mercer and Harold Arlen are featured in this fast-moving screen hit.

AC-CENT-TCHU-ATE THE MERRIMENT...

Betty's An Expert On Navy Slanguage

A new language pervaded the Paramount lot during filming of the Bing Crosby-Betty Hutton-Sonny Tufts starrer, "Here Come the Waves," currently playing at the Theatre.

Betty, who plays two Waves, twins, in the musical, mastered the terminology of the Women's Naval Reserve and passed it on to the rest of the cast. Playing both a redhead and a blonde, the dynamic Hutton learned that the Waves consider themselves the "Paradise Fleet," and if she wore her girdle in a scene it was referred to as a "hip kit."

The jargon suited bombastic Betty and today she tosses off words like "foofoo" when she means perfume, and "Anchorman" when she refers to a sailor.

If a Wave has a date, she's going out with a convoy, while a remark like, "I'm blind flying tonight, kids, and no Anchorman — my night maneuvers are going to be with an officer's mess," you know that she has a blind date, is an ensign, and is going out with a naval officer.

A Wave officer is known as a "blue-braid," and if she's "shipshape," it means she's become slightly broad in the beam. An enlisted girl is called a "ripple," and while a ripple, awaiting her uniform, wears civvies and is a member of the "goon platoon."

Of course there's also that famous service word "Snafu," the origin of which remains shrouded in mystery, meaning "Situation normal, all fouled up."

"Here Come the Waves" is a glorious tribute to the girls of the fleet, and is one of the swiftest musicals since "Star Spangled Rhythm." There are six new hit-parade tunes by Mercer and Arlen, including "Accentuate the Positive" introduced by Bing and Sonny in a sensational blackface comedy routine. Sonny sings for the first time on the screen and he hits the jackpot!



Still 1388-2/1A Mat 3PB-45
"HERE COME THE WAVES," Mark Sandrich's Paramount production arriving at the Theatre, is a delightful musical combining songs, romance and comedy while emphasizing the heroism of the gallant Waves. Bing Crosby, Sonny Tufts and Betty Hutton have co-starring roles. The role is Crosby's first since his memorable performance in "Going My Way." Johnny Mercer and Harold Arlen have written some hits including "Ac-cent-tchu-ate the Positive," "I Promise You," "There's a Fella Waitin' in Poughkeepsie" and others with Bing doing a superlative job on an old favorite, "That Old Black Magic." All told, "Here Come the Waves" constitutes a three-star musical salute to the Navy's fighting men and women and promises movie-goers a new entertainment thrill.

Bombshell



Still 1388-C2 Mat 1PA-15
BETTY HUTTON is caught by the photographer in this attractive pose during the filming of Paramount's "Here Come the Waves," Mark Sandrich production currently at the Theatre. Betty co-stars with Bing Crosby and Sonny Tufts in one of the year's most delightful musical packages.

Bing Crosby Croons Mercer-Arlen Hits

Bing Crosby's first picture since "Going My Way" has the groaner again introducing hit-parade tunes. In "Here Come the Waves," current musical at the Theatre, in which he co-stars with Betty Hutton and Sonny Tufts, Crosby sings four new Mercer-Arlen hits.

From the time of his first picture in 1932, when he introduced "Please," Bing has been responsible for putting across more hit tunes than any other current singer. "Sunday, Monday and Always," "Love in Bloom," "Be Careful, It's My Heart," "White Christmas," "Easter Parade," "Pennies From Heaven," "Going My Way" and "Swinging on a Star" are just a few.

Predicted to reach the top place on the hit list is "Ac-cent-tchu-ate the Positive," which Bing and Sonny render in blackface in "Here Come the Waves." Also tops as to tune and lyrics are "I Promise You" and "Let's Take the Long Way Home," which Crosby croons in the lily-white ear of La Hutton.

Betty, playing twin Waves, is both a blonde and a redhead in the picture. Bing and Sonny, both in love with the redhead, are hilariously pursued by the bombastic blonde. It's a gay, tune-filled musical, lavish with beautiful girls. Filmed Gross cartoon backgrounds and fabulous chorus routines, as well as being a beautiful tribute to the Waves.

Nephew Drops In On Betty Hutton

Three-year-old Johnny Philbin, who calls Betty Hutton aunt, hitch-hiked five miles to watch her work in a motion picture scene.

Johnny, boy-child of Marion, Betty's sister, had been attending nursery school while his mother and aunt went about their movie chores. One day he escaped from his teacher and started hiking in the direction of Betty's house. A kindly lady picked him up, asked him what he was doing on the streets alone. Johnny told her that he wanted to see his aunt Betty. It evolved that Aunt Betty was Miss Hutton of the films. The lady brought the youngster all the way to Paramount where she turned him over to the studio gateman.

That's why Betty spoiled a take in Mark Sandrich's "Here Come the Waves," now at the Theatre, when she looked up in the middle of a scene to see her bedraggled nephew solemnly watching her from the sidelines.

Plays Commodore

Just as Oscar O'Shea was settling down to a career of portraying bartenders on the screen, he landed the coveted role of Commodore in Mark Sandrich's Paramount Production, "Here Come the Waves," currently at the Theatre.

Co-starring Bing Crosby, Betty Hutton and Sonny Tufts, this new star-spangled musical hit is the ex-W.P.A. actor's twentieth assignment of the year.

Betty Hutton Gets Peculiar Proposal

Unmarried Betty Hutton has been chosen as the "perfect wife" by the Bachelor's Foundation of Bogota, capital of Columbia, South America.

Miss Hutton received notification of her selection in a letter sent to her on the set of "Here Come the Waves" at Paramount. It reads:

"Dear Miss Hutton: As president of the confirmed Bachelor's Federation of Bogota, Columbia, I am deeply grateful of the honor to write to you with the information that our membership of 150 has unanimously chosen you as the 'only woman we would marry'. The election was held on the anniversary of our twelfth year as an organization. No one is eligible unless he has been a bachelor for five years past his 25th birthday. We observe from your pictures that you are ideal and the only woman in the world anyone of us would marry. We seize upon the occasion of Leap Year to reverse tradition and offer you a proposal from 150 bachelors. Signed: Jose Rodriguez."

Betty admits she is terrified by the thought of 150 proposals at once, but consoles herself with the thought that Bogota is a long way from Hollywood.

In "Here Come the Waves," Betty co-stars with Bing Crosby and Sonny Tufts. The tune-filled musical treat is a Mark Sandrich production with songs by Johnny Mercer and Harold Arlen.

Bing's Not As Lazy As Some Folks Say

Regarding the legendary Crosby personality, we asked Bing how he became so famous considering his amiable, easy-going nature.

"It's not that I'm lazy," defended Bobby Socks, as he is affectionately known to Bob Hope, "It's just that although I'm working hard, I don't want people to know it."

Bing is currently appearing in "Here Come the Waves" at the Theatre, with Betty Hutton and Sonny Tufts, and gives one of the most terrific performances of a career that has been long and increasingly successful.

"He's strictly an off-the-cuff comedian," explains director Mark Sandrich. "Bing never gives the impression of reaching for a gag. When not working, he is just as likely to be sleeping in his portable dressing room. Yet, he seldom blows his lines and his gags carry an added impact because of the nonchalance with which Crosby delivers them."

We questioned B. G. De Sylva, Paramount producer who has spent a lot of time in the entertainment world, for his opinion of the groaner's fabulous popularity.

"Bing," said De Sylva, realizes that obviously no person of intelligence could take most of the roles he plays seriously. So he doesn't play them. Wherever he may happen to be on the screen, he is still Crosby and the theatre audience appreciates the fact that he's not trying to put something over on them."

According to that musical wizard, Joe Lilley, who has worked on many a Crosby picture, Bing's secret is an ability to sing a sentimental ballad without making it maudlin, to sing it almost as though he were mocking the words, yet still holding aloof enough to make it sound like the song writers wanted it to sound.

Well, we still like to think of him as the easy-going Bing, who sways slightly as the notes roll over that famous node in his throat. There are six new hit-parade tunes by Mercer and Arlen in "Here Come the Waves." Bing introduces four of them, the most sensational being "Accentuate the Positive," on which he harmonizes with Sonny Tufts in an unforgettable blackface comedy routine.

Ship Ahoy!



Still 1388-N185 Mat 1PC-15
SONNY TUFTS is the likeable chap co-starring with Betty Hutton and Bing Crosby in Paramount's "Here Come the Waves," Mark Sandrich production arriving at the Theatre. Sonny and Bing are Navy gobs while Betty plays two Waves in her twin role as blonde and redhead.

ACCESSORIES

WINDOW CARD

22 x 28 LOBBY PHOTO "A"

22 x 28 LOBBY PHOTO "B"

INSERT

THE HERALD 9 x 12

22 x 28 LOBBY PHOTO "B"

22 x 28 LOBBY PHOTO "B"