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Presenting
BUD
LOU
ABBOTT & COSTELLO

THE NAUGHTY NINETIES

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WE'LL BUST

-and the DO

...and how they
CAN-CAN do it!

They're in **"BASEBALL"** trouble again!

They're in a **GAMBLING DEN!**

They're in a **FREE-FOR-ALL!**

They're on a **SHOWBOAT!**

THEY'RE DRUMMING UP THE FUN

MY BUSTLE-LOOK WHO'S BACK!

UGH is all for YOU!



BUD "23 SKIDOO" LOU "OH YOU KID"
ABBOTT & COSTELLO

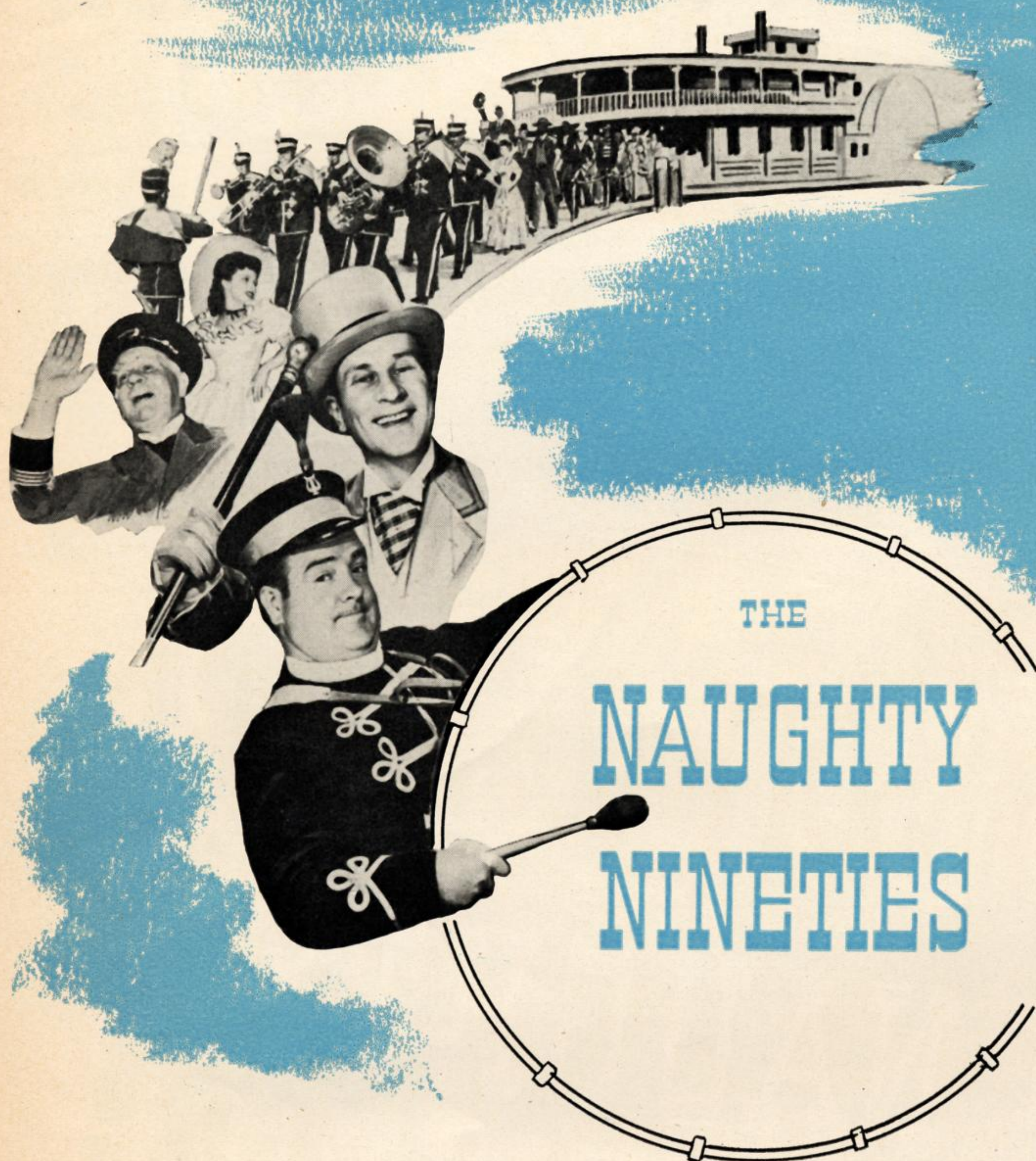
in THE
**NAUGHTY
NINETIES**

with
ALAN CURTIS
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

A SHOWBOAT LOAD OF LAUGHS AND LOVELIES

IN THEIR GRANDEST HIT OF ALL!

PUBLICITY



"NAUGHTY NINETIES" PRODUCTION HIGHLIGHTS

Bud Abbott started his career in the show business as cashier in a burlesque theatre. Lou Costello has made a profession of "underdog-ism"—he specializes in getting laughs and sympathy in pictures by always having something disagreeable happen to him.

For the first time in his career, Lou Costello played "Little Eva" in a burlesque version of "Uncle Tom's Cabin." Dressed in a blue muslin robe, wearing wings of white dimity and long yellow curls, the rotund actor was hoisted on a cable toward heaven as a chorus sang spirituals. Then the cable broke.

Director Jean Yarbrough decided the gag action of Abbott and Costello was so funny that he would have to provide some added scenes of straight, quiet acting, to allow members of audiences to get their breath between laughs.

An audience of 40 extra players really earned their daily check when they were forced to laugh quietly (so as not to interfere with sound recording) while Abbott and Costello performed one of their funniest gags—their baseball routine.

Lou Costello, enacting a bass drummer, had to march alone through a herd of longhorn cattle. Confronted by the herd leader, Costello dropped on all fours and bawled like a lone-some calf. The huge steer snorted tolerantly, then walked away.

For the first time in movie history, tadpoles worked in production. Special effects man Carl Lee used them to agitate water in a "flicker pan" when camera angles made it impossible for a workman to squat by the pan and make ripples by hand.

Chase sequence which culminates in Abbott and Costello running a gang of villains off their showboat took six days to film, and Director Jean Yarbrough said the two principals and fifteen extra players ran 11½ miles before the scene was "in the can."

Joe Sawyer, cast as a gambling hall bouncer, shot his 56th screen victim in one of the showboat scenes. Sawyer has played "heavy" in nearly every kind of an outdoor picture made, and the most screen "killings" he made at one time, he said, was once when he wrecked a stage coach.

Prop men made a variety of rubber clubs and aluminum rods for painless sluggings in the big gang fight scene.

Special apparatus was constructed to permit cafe customers to cough up a quantity of feathers they were supposed to have eaten when Lou Costello baked a layer cake, and accidentally stuffed it with feathers.

CREDITS

Universal Pictures
presents

BUD ABBOTT

and

LOU COSTELLO

in

"THE NAUGHTY NINETIES"

with

Alan Curtis - Rita Johnson

Henry Travers - Lois Collier

Joe Sawyer

Original Screenplay by

Edmund L. Hartmann, John Grant

Edmund Joseph, Hal Fimberg

Additional Comedy Sequences by

Felix Adler

Director of Photography, George Robinson, A.S.C.; Musical Director, Edgar Fairchild; Art Direction, John B. Goodman, Harold H. MacArthur; Director of Sound, Bernard B. Brown; Technician, Robert Pritchard; Set Decorations, Russell A. Gausman, Leigh Smith; Film Editor, Arthur Hilton; Gowns, Vera West; Make-up Director, Jack P. Pierce; Assistant Director, Howard Christie. Musical numbers staged by John Doyle.

"I Can't Get You Out of My Mind"—Lyrics, Jack Brooks; Music, Edgar Fairchild.

Directed by.....Jean Yarbrough

Produced by.....Edmund L. Hartmann
John Grant

A UNIVERSAL PICTURE

THE CAST

Dexter.....Bud Abbott

Sebastian.....Lou Costello

Crawford.....Alan Curtis

Bonita.....Rita Johnson

Captain Sam.....Henry Travers

Caroline.....Lois Collier

Bailey.....Joe Sawyer

Croupier.....Joe Kirk

MUSIC

"ON A SUNDAY AFTERNOON"

Sung by.....Lois Collier
and Chorus

Words and Music by . . .
Harry Von Tilzer
(Pub., Harry Von Tilzer Music)

"UNCLE TOM'S CABIN"

Sung by.....Ensemble

Lyrics by.....Jack Brooks

Music by.....Edgar Fairchild

"ROLLIN' DOWN THE RIVER
ROAD"

Sung by.....Stevedores

Lyrics by.....Jack Brooks

Music by.....Edgar Fairchild

"I'D LEAVE MY HAPPY
HOME FOR YOU"

Sung by.....Torchy Rand
and Chorus

Lyrics by.....Will A. Heelan

Music by.....Harry Von Tilzer
(Pub., Harry Von Tilzer Music)

"BY THE WATERMELON VINE"

Sung by.....Quartet

Words, Music by.....Thomas S. Allen
(Pub., Mills Music, Inc.)

"NORA MALONE"

Sung by.....Billy Green

Lyrics by.....Junie McCree

Music by.....Albert Von Tilzer

"I CAN'T GET YOU OUT
OF MY MIND"

Sung by.....Lois Collier
and Quartet

Lyrics by.....Jack Brooks

Music by.....Edgar Fairchild
(Pub., Saunders Publications)

SYNOPSIS

(Not for publication)

Trouble looms for Captain Sam (HENRY TRAVERS) of the showboat "River Queen," when he ties up at the Mississippi river town of Ironville. Despite his better judgment and the advice of his leading man, Dexter (BUD ABBOTT), his chief roustabout, Sebastian (LOU COSTELLO) and his beautiful daughter, Caroline (LOIS COLLIER), the kind-hearted Captain Sam becomes friendly with three dubious characters.

The newcomers, handsome gentleman gambler Crawford (ALAN CURTIS), his companion, Bonita (RITA JOHNSON) and their formidable bodyguard, Bailey (JOE SAWYER), are fugitives from the sheriff and use the showboat for a hideaway until the St. Louis packet arrives.

Captain Sam, however, entertains the wicked visitors and prom-

ises to be their guest in a notorious St. Louis gambling house, the "Gilded Cage." Keeping his promise, Captain Sam is accompanied by Dexter and Sebastian, but his resourceful retainers fail to prevent Crawford and Bonita from winning a controlling interest in the showboat.

With a crew of crooks, the showboat sets sail again to the despair of honest Captain Sam who sees his craft now operating as a gambling ship.

Meanwhile, Dexter and Sebastian, resorting to ruthless violence, force the unwelcome intruders to vacate the showboat and restore its ownership to Captain Sam. Completely reformed by his experience, Crawford determines to "go straight" with Caroline snuggling contentedly in his arms.

BUD ABBOTT



LOU COSTELLO

ALAN CURTIS PROMINENT IN COMEDY

(Current)

When Alan Curtis, seen as romantic lead in Universal's "The Naughty Nineties," now at the Theatre, learned he would have to play the part of a gentleman gambler, he had certain misgivings.

Since Mark Twain's description of steamboat gamblers in "Life on the Mississippi," the brand of the river card shark has been a long, thin cigar. And Curtis is not a cigar smoker.

But on a showboat set of the picture, which stars Abbott and Costello, Curtis told what had been done to lighten the sacrifices to art that a non-cigar-smoking actor must make to play the part of a gambler on the Mississippi.

"I finally agreed to smoke the things as if I liked 'em," Curtis said, "and the studio property department agreed to cooperate."

The set decorator had the panatelas used in the picture custom-made at a Hollywood cigar factory, since none of the required dimensions were obtainable at tobacco stores.

At the request of Curtis, some were made from extra mild Havana leaf, and after smoking the first one, the actor inquired where he might obtain a supply.

"I don't think I'm going to mind the cigaret shortage so much after all," he said.

Kid Actors Thrilled In Movie Comedy

(Advance)

"Happy as a kid in a mob scene—"

This description of the actions of juvenile extras in a big motion picture production occurred to observers on an outdoor location of Universal's "The Naughty Nineties," starring Bud Abbott and Lou Costello. The picture comes to the Theatre.

Fifty children were employed to enliven the atmosphere of a showboat parade scene, director Jean Yarbrough rightly comprehending that no small town festival could possibly be complete without them, especially in "The Naughty Nineties" when the birth rate was higher than it is today.

Featured players in "The Naughty Nineties" with Abbott and Costello include Alan Curtis, Rita Johnson, Henry Travers, Lois Collier and Joe Sawyer. Edmund L. Hartmann and John Grant who co-authored the original screenplay with Edmund Joseph and Hal Fimberg, also served as associate producers.

This
PICTURE

Selected

by

THE U. S. ARMY

for

SHOWINGS
OVERSEAS

Feathers Provide Laughs on Screen

(Current)

What would happen if a roomful of people ate a layer cake whose layers were made of feathers?

That was the problem of Carl Lee, special effects man at Universal Studios during the making of "The Naughty Nineties." The new comedy, starring Abbott and Costello, is now at the Theatre.

For a scene in the picture, Lee constructed a number of containers, small enough to be concealed in the human mouth, but large enough to hold a handful of feathers.

At first, Lee made the containers out of aluminum pipes, soldered together. The feathers came out both ends, a serious hazard for the feather blower.

Other models followed, and the final successful device was made of plastic, with a net of gauze to prevent the feathers from being inhaled.

Appearing with Abbott and Costello in the hilarious film are Alan Curtis, Rita Johnson, Henry Travers, Lois Collier and Joe Sawyer. Edmund L. Hartmann and John Grant were the co-producers.



THE NAUGHTY NINETIES (1E)

Lou Costello (L) and Bud Abbott in Universal's sensational comedy production, "The Naughty Nineties."

Abbott and Costello Fabulously Funny in 'The Naughty Nineties'

(Advance)



THE NAUGHTY NINETIES (2B)

Bud Abbott (L) and Lou Costello bring new gags and hilarious new situations to the screen in Universal's "The Naughty Nineties."

That famous "hossflaff" team, Bud Abbott and Lou Costello, starred in Universal's extravagant new comedy production, "The Naughty Nineties," comes to the Theatre.

New gags, new situations and surprises have been devised by the producers, John Grant and Edmund L. Hartmann, and the result is said to be a triumph for Universal's great combination of fun making talent and ingenious stagecraft.

The interest compelling plot of the picture opens aboard an old-time Mississippi river showboat, with Abbott as ham actor, and Costello as chief roustabout.

Zestful Roles

The showboat captain and his daughter, played by Henry Travers and Lois Collier, lose control of their boat to a pair of crooked gamblers, enacted by Rita Johnson and Joe Sawyer.

Later, Abbott and Costello in a series of hilarious episodes, succeed in running the two gamblers and their gang off the showboat and restoring it to respectability. The reformation of one of the gang, played by Alan Curtis, and his subsequent betrothal of the captain's daughter, provide a romantic interest.

Jean Yarbrough, who has directed many of Abbott and Costello's comedies for Universal, is credited with another outstanding job in "The Naughty Nineties," and the studio's special effects department brings a number of near miracles to pass—things that never before have happened in pictures, advance notices declare.

Director Tells Need of Comedy Breathing Spells

(Advance)

It was near the end of production on Universal's new Abbott and Costello comedy, "The Naughty Nineties," which comes to the Theatre. An Eastern film exhibitor was watching Director Yarbrough "wrap it up."

Abbott, Costello Bring Innovation

(Advance)

A new kind of Abbott and Costello comedy, their 13th, comes to the Theatre. It is "The Naughty Nineties," directed by Jean Yarbrough and made by Universal's ace producing team, Edmund L. Hartmann and John Grant.

The new film marks the first time that Abbott and Costello appear as individual characters. Abbott has the role of a showboat leading man. Costello is seen as the boat's chief roustabout and handy man. It is also the first time they have played in a period picture.

Alan Curtis, Rita Johnson, Henry Travers, Lois Collier and Joe Sawyer have prominent supporting roles.

"What I don't understand," the theater man said, "is why all these scenes are so solemn. They are almost gloomy. Yet you tell me this picture is one of the funniest Abbott and Costello have ever made."

Yarbrough finished leading a couple of supporting actors through a pedestrian sequence as uninspiring as mush and milk. Then he explained:

"These quiet scenes are for contrast," he said. "You must have 'em to allow your audience to get out of the aisles and climb back into their seats in time for the next gag."

"We've got so many high-powered scenes in this picture that we have to provide relief now and then, or people seeing it would literally laugh themselves to death."

The visitor said the director's explanation was sound and logical.

"Why don't you tell your publicity man about it," he suggested, "so it'll be in the press book?"



THE NAUGHTY NINETIES (1B)

Lovely Lois Collier appears with Abbott and Costello in Universal's new funfilm "The Naughty Nineties."



BUD ABBOTT and LOU COSTELLO



'The Naughty Nineties,' Abbott, Costello's Best

(Review)

Bud Abbott and Lou Costello worked their trusty magic of laugh production on old admirers and new ones alike in Universal's "The Naughty Nineties" which opened yesterday at the Theatre.

This comedy drama of old-time Mississippi river steamboat days presents the famous funny men in separate dramatic roles, although Abbott is still the "straight man" and Costello on the receiving end of the most laughable joke routine that has been seen for many a day.

Helping develop the web of the plot to which the fantastic adventures of Universal's famous laugh team are pinned, is a notable cast of players, including Alan Curtis and Lois Collier as romantic leads, Rita Johnson and Joe Sawyer as "heavies," Henry Travers as the old steamboat captain, and Sam McDaniel as the Negro cook.

Chase Emphasized

Action of the picture is brisk, culminating in a chase along the showboat deck, in the filming of which Director Jean Yarbrough estimated the two stars, Abbott and Costello and members of the supporting cast, ran more than 11 miles.

Theatregoers who remembered the famous oyster shell routine in "Here Come the Co-Eds," were not surprised, although they were highly amused, at some of the more elaborate comedy sequences in "The Naughty Nineties."

Producers John Grant and Edmund L. Hartmann inspired the special effects department of Universal to new heights and some of

their stunts through which they put Abbott and his funny little partner, have to be seen to be believed.

Hartmann and Grant also collaborated with scenarists Edmund Joseph and Hal Fimberg in preparing the original screenplay. Felix Adler contributed additional comedy sequences. "The Naughty Nineties" was photographed by George Robinson.

Mississippi Showboat Is Comedy Locale

(Advance)

The old time Mississippi river showboat, principal setting of Abbott and Costello's Universal comedy, "The Naughty Nineties," coming to the Theatre, brought colorful recollections to one member of the large cast. He was Billy Green, who once worked on such a craft.

During production of the hilarious new film, Green related his experiences to Director Jean Yarbrough and fellow-players, Alan Curtis, Rita Johnson, Henry Travers and Lois Collier.

"The showboat business was vastly different from what we call the show business today," said Green, who started in vaudeville many years ago, and who has been tramping ever since.

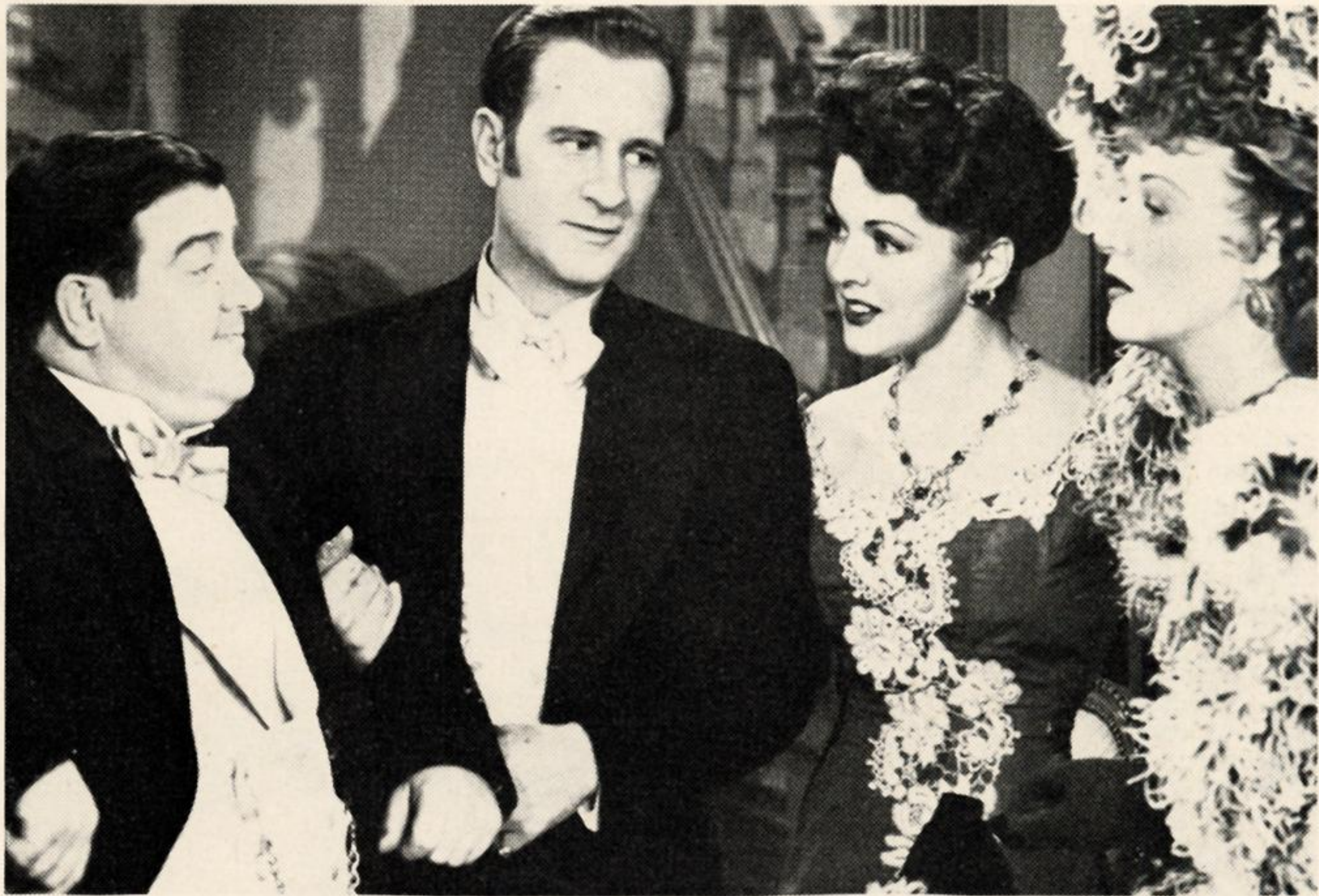
"A showboat seated from 500 to 1000 persons, and naturally, had to give a different show every night. Theatre people, like myself, would sometimes make a tour on the showboat, as a sort of vacation."

Ace Comics Seen In Hilarious Movie

(Advance)

Abbott and Costello, America's No. 1 comedians, come to the Theatre in "The Naughty Nineties," described as the most outrageously comical picture in their long list of funny films. The famous clowns will be seen aboard a Mississippi river showboat during most of the hilarious action in the new Universal production.

A violent encounter with a gambling syndicate highlights the story in which the resourceful comics eventually triumph over their wicked and unscrupulous adversaries. Appearing in the cast are such eminent players as Alan Curtis, Rita Johnson, Henry Travers, Lois Collier and Joe Sawyer.



THE NAUGHTY NINETIES (3A)

"The Naughty Nineties," Universal's spectacular comedy success, stars Lou Costello (L) and Bud Abbott with Lois Collier and Rita Johnson in a story of old-time romance and adventure aboard a showboat.

'Naughty Nineties' Personalities

Lou Costello, starred in Universal's "The Naughty Nineties," plays the part of a showboat roustabout who helps rout a gang of gamblers.

Rita Johnson, who plays a wicked woman in Universal's "The Naughty Nineties," did her bit for the war effort by working as a stenographer in Washington.

Alan Curtis, gambling man in Universal's "The Naughty Nineties," first went before the public as a model for collar ads.

Joe Sawyer, "tough guy" in Universal's "The Naughty Nineties," first faced a movie camera when he was a fullback on the Hollywood High School football team.

Bud Abbott, starred in Universal's "The Naughty Nineties," plays the part of a ham actor in the picture.

Joe Sawyer, versatile "heavy" in Universal's "The Naughty Nineties," is a graduate of the Pasadena Playhouse, going from there to Broadway before essaying a screen career.

Rita Johnson, a gambling queen in Universal's "The Naughty Nineties," would like to play dainty feminine parts, but her regal stature and steely blue eyes often get her cast otherwise.

Henry Travers, showboat captain in Universal's "The Naughty Nineties," has had four theatrical careers: first on the London and New York stage, then early day movies, next a two-year Broadway stage success, now movies again.

Tiny Waist Wins Comedy Assignment for Lois Collier

(Advance)

An all-Hollywood search for the screen actress with the smallest waist recently landed Lois Collier in the coveted part of romantic feminine lead for Universal's "The Naughty Nineties," starring Bud Abbott and Lou Costello. The new comedy thriller comes to the Theatre.

Miss Collier won by a fraction of an inch when she fastened herself inside a costume measuring exactly 18 inches in circumference—the very largest permitted a 98-pound girl by styles of the period.

"While that isn't an extremely small waist by standards of the 'naughty nineties,' it's plenty tight for us modern girls who go in for a spot of tennis, or the Australian crawl now and then," she said.

"In fact, I had to practice wearing such narrow waistbands a few hours each day until I felt up to working in them."

Miss Collier didn't have the advantage of wearing one of those compressors of the female middle formerly known as corsets.

"I guess they don't make 'em any more," she said. "But even if they did, I wouldn't have worn it. The waistbands I got from Universal wardrobe were tight enough without any whalebone stays beneath them."

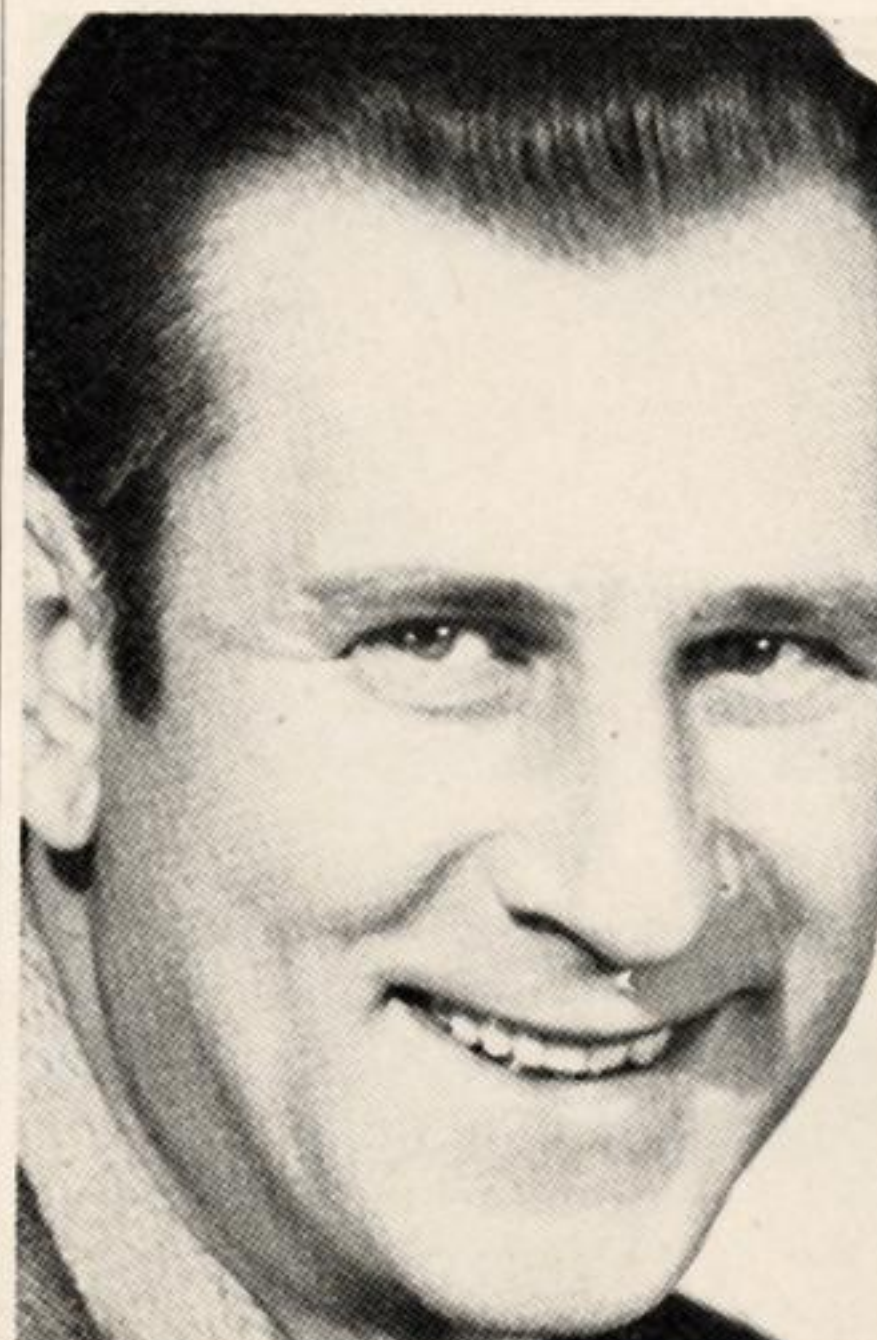
"I just went through the picture, holding my breath, and passing up heavy breakfasts and lunches!"

Alan Curtis, Rita Johnson, Henry Travers and Joe Sawyer are other noted players in "The Naughty Nineties." Jean Yarbrough was the director.



THE NAUGHTY NINETIES (1D)

Rita Johnson and Alan Curtis add a romantic note to Abbott and Costello's Universal comedy success, "The Naughty Nineties."



THE NAUGHTY NINETIES (1G)

Bud Abbott, co-starred with Lou Costello in Universal's laugh-packed innovation, "The Naughty Nineties."

PUBLICITY

THE NAUGHTY NINETIES

ACTORS PAID TO ACT DUMB

(Current)

Forty extra players engaged for Universal's latest Abbott and Costello comedy, "The Naughty Nineties," claim to have had the softest jobs of acting any of them could remember.

It happened during the making of the new film which is now at the Theatre. All the extras were required to do was to sit in the front rows of a showboat theatre audience and watch Abbott and Costello's celebrated baseball routine, a skit which has convulsed the nation's vaudeville audiences.

But Director Jean Yarbrough spoiled their anticipated fun—he ordered all sounds of mirth to be suppressed. Laughter was to be dubbed in on the sound track later, so as not to interfere with the actors' dialog.

Silence Demanded.

"I don't want to hear even the smallest giggle nor the slightest snicker," the director stipulated. "You must pretend to laugh and slap your knees, but you must do it quietly."

The routine was more than six minutes long. Abbott and Costello were letter perfect in their lines, and only one shot was necessary. After the shot, the audience relieved their repressed emotions by applauding long and loud.

Cameraman George Robinson said the scene, which took 548 feet of film, was the longest in the picture. Extra players who felt they had more than earned their daily checks by their terrific struggle to control their emotional reactions, thought the scene was twice that long.



THE NAUGHTY NINETIES (1A)

Bud Abbott (L) and Lou Costello are seen as old-time showboat personalities in Universal's hit comedy "The Naughty Nineties."



THE NAUGHTY NINETIES (2C)

Rita Johnson and Joe Sawyer have key roles with Abbott and Costello in Universal's new comedy production, "The Naughty Nineties."

Bud Abbott Revealed As Versatile Actor, Showman

(Current)

Bud Abbott, one of the screen's most popular comedians (Lou Costello is the other) was once box office cashier for a burlesque show.

So when Abbott was engaged to appear as a ham actor in Universal's "The Naughty Nineties" in which he and his partner in fun (Costello) are starred, he was able to base his interpretation of the part on experiences from real life. The new comedy is now at the Theatre.

"I once knew a character who was the perfect prototype of Dexter Broadhurst, my part in 'The Naughty Nineties,'" he said. "He played all the leads in such dramas as 'East Lynne,' 'Way Down East,' and 'Nellie, the Beautiful Cloak Model.'"

"Many of these old timers went on to really brilliant careers on the legitimate stage—and the movies."

In his motion picture career, which began at Universal, with "One Night in the Tropics," Ab-



THE NAUGHTY NINETIES (1/2B)
Bud Abbott

bott has seldom been called to play a part to which he could not apply some of his early experiences.

The tall, thin actor—his partner is short and fat—was born in a circus tent in the amusement center of Atlantic City, N. J. His father was a circus press agent and his mother a bareback rider for Barnum & Bailey.

Held Various Jobs

At the age of 15, Abbott left school to become a sailor, later entering the theatrical profession by way of the box office of a Broadway burlesque house. There he met Costello, and there the two teamed up as a comedy pair, with Abbott the straight man and Costello the jokester.

After appearing on a Kate Smith radio program, the boys played in a Broadway musical and from there went to Hollywood.

In "The Naughty Nineties," Abbott and Costello are declared to be even funnier than in their famous all-time hit, "Buck Privates."

Hometowns, Birthdays of Players

BUD ABBOTT	Atlantic City, N. J.	Oct. 2
LOU COSTELLO	Paterson, N. J.	March 6
ALAN CURTIS	Chicago, Ill.	July 24
LOIS COLLIER	Salley, S. C.	March 21
RITA JOHNSON	Worcester, Mass.	August 13
HENRY TRAVERS	Berwick-on-Trent, England	March 5
JOE SAWYER	Guelph, Ontario, Canada	Sept. 8

Lou Costello's Climb to Hollywood Stardom Told

(Current)

Lou Costello, the short, fat member of the screen's most popular comic team, attracts the sympathy of theatergoers, like a hot-cake soaks up butter.

In Universal's "The Naughty Nineties," which stars Costello and his teammate Bud Abbott, Costello is due to receive a lot more compassion from audiences because he is such a persistent underdog. The new film is now at the Theatre.

This valuable talent, the actor says, was gained during his first job after he left school—he was a gladiator in the squared rings of his native New Jersey.

"Occasionally I found myself coming up in the world," he said, "but that was usually at the count of nine. I absorbed a lot of hard knocks and learned to take my satisfaction in sympathy. I met a lot of champions, and some of them gave me a helping hand, which I took mostly on the chin."

"Later, when I went to work in gents' furnishings, it turned out that I wasn't at all successful in the glove department, so I sold hats instead. I often wished I had started there before I tried to handle the other kind of gloves—four ounce ones."

After Costello saved up \$200, he spent half of it to buy an automobile, in which he drove to Hollywood. He was hired as a studio laborer and later became a stunt man. Afterwards, he joined a



THE NAUGHTY NINETIES (1/2A)
Lou Costello

Epics Fooled By Movie Steak

(Advance)

For a gag in Universal's Abbott and Costello comedy, "The Naughty Nineties," coming to Theatre, special effects man Lee Carson provided a large broiled steak.

The viand, more than an inch thick, reclined on its platter, swimming in gravy, garnished with parsley and heaped with French fried potatoes. The aroma that arose when the dish cover was lifted was suggestive of Ye Olde Steak House.

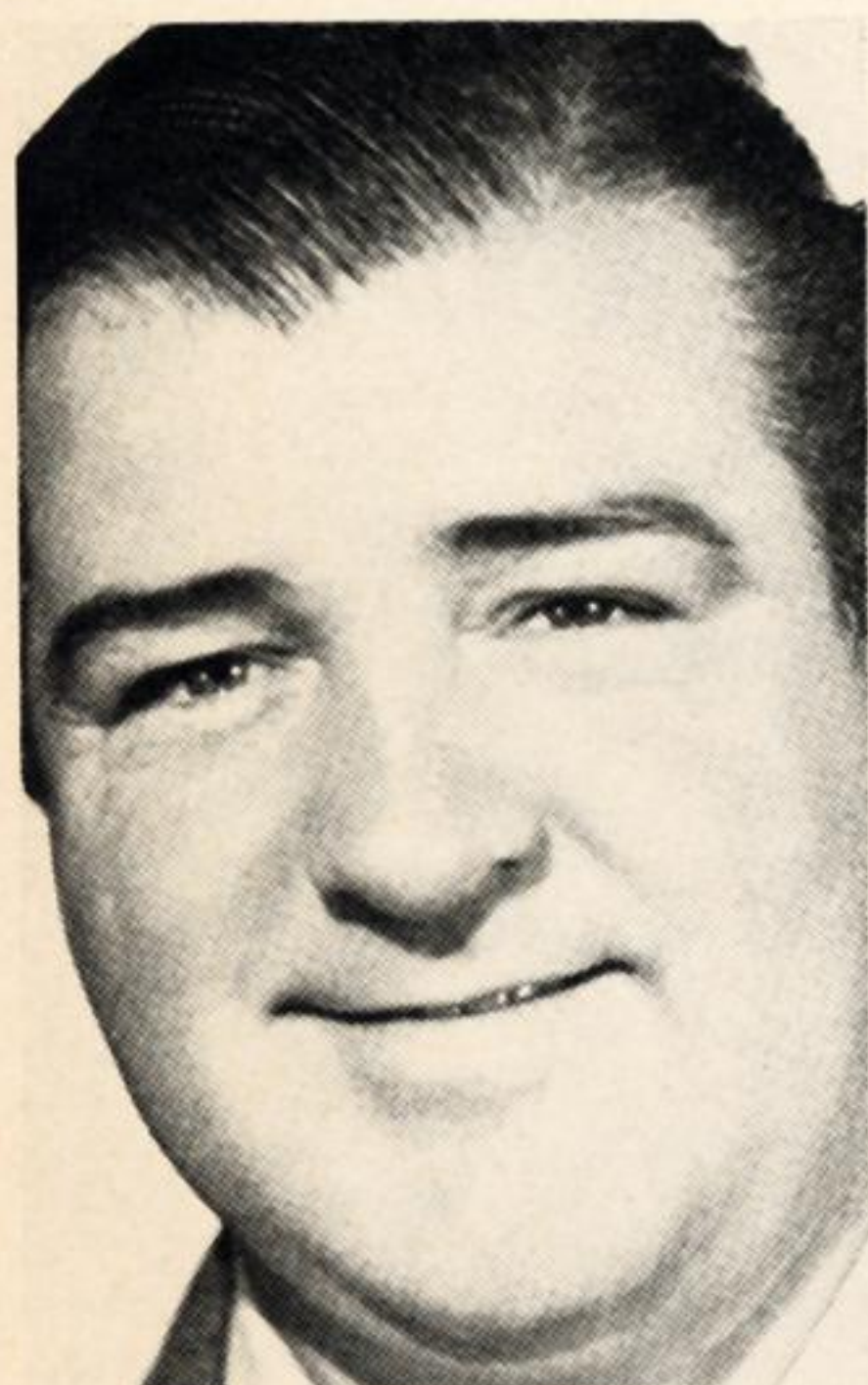
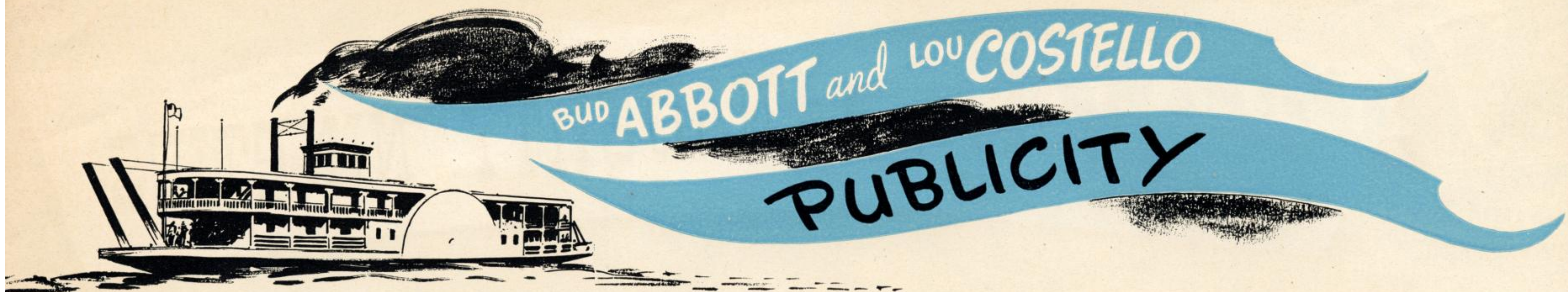
Costello suggested in a bantering way, but with an undertone of sincerity, that if no one else wanted the steak, when the scene had been shot, he would be glad to take it home and warm it over.

Carson smilingly shook his head. "We got no red points for props," he said. "This is horse meat—from the pet-food shop."



THE NAUGHTY NINETIES (1C)

Torchy Rand, one of Hollywood's most picturesque glamour girls, is seen with Abbott and Costello in Universal's "The Naughty Nineties."



THE NAUGHTY NINETIES (1H)

Lou Costello, co-starred with Bud Abbott in "The Naughty Nineties."

Comedy Film Has Novel Situations

(Current)

Boisterous hilarity sets the pace for Universal's latest Abbott and Costello comedy classic, "The Naughty Nineties," now playing at the Theatre. Packed with fresh gags and situations, the new picture has the added element of maddening suspense as the two comedians become militant crusaders in the thick of the Mississippi river gambling belt.

Adding zest to the violent proceedings are the performances of such popular players as Alan Curtis, Rita Johnson, Henry Travers, Lois Collier and Joe Sawyer.

Directed by Jean Yarbrough, the fabulously funny film was made under the guidance of Hollywood's outstanding co-producer team, Edmund L. Hartmann and John Grant.

Old Time Songs Heard on Screen

(Advance)

Old time song hits, many of them best sellers in their day, are featured in Universal's latest Abbott and Costello comedy, "The Naughty Nineties," coming to the Theatre. Lois Collier, Torchy Rand, Billy Green and a choral ensemble present the various tunes which are said to fit logically into the film's hilarious action.

Included in the musical score are, "On a Sunday Afternoon," "Uncle Tom's Cabin," "Rollin' Down The River Road," "I'd Leave My Happy Home for You," "By The Watermelon Vine," "Nora Malone" and "I Can't Get You Out of My Mind."

Edgar Fairchild acted as musical director for "The Naughty Nineties." The picture was directed by Jean Yarbrough.

Long-Skirt Traditions Revived by Rita Johnson

(Advance)

Modern girls are not hep to the graceful art of wearing long skirts, declares screen actress Rita Johnson who comes to the Theatre in Universal's Abbott and Costello comedy, "The Naughty Nineties."

Miss Johnson, who plays the part of a naughty gambling lady in the picture, wears throughout the production the long, floor-sweeping clothes without which no lady of that period could call herself a lady.

So do 30 or 40 other actresses in the picture, and by observing their activities, and those of girls wearing long skirts, many for the first time, Miss Johnson has drawn her conclusions.

"If a floor-length dress is properly fitted," says Miss Johnson, "you don't trip over it."

"That isn't the difficult thing, however. Women who aren't used to wearing long skirts have to learn to handle them. One swishes the voluminous folds to one side or the other, with a motion of the hand, which must be in harmony with the movement of the body, and always inconspicuous."

"Some skirts are loaded with lead weights to make them fall in a scalloped pattern, and a different

touch is required for this garment than for an unweighted one. It's a grace that can only be learned by practice."

Miss Johnson says that for a time, when floor or ankle dresses were almost unknown, practically the only women that could handle a long dress were motion picture extras who may have worked in period pictures.

"But with long ballroom dresses in vogue, the ladies are learning to flirt their skirts again," she declares.

Colorful settings of the comical film include an old-time Mississippi river showboat and a lavish gambling casino presumably located in early St. Louis. Throngs of players appear in the picturesque scenes. Music of the period is featured throughout the picture.

Appearing with Miss Johnson in the supporting cast of "The Naughty Nineties" are Alan Curtis, Henry Travers, Lois Collier and Joe Sawyer. Jean Yarbrough directed the hilarious comedy and the co-producers were Edmund L. Hartmann and John Grant.

Alan Curtis Seen In Major Funfilm

(Current)

Alan Curtis, one of Universal's most popular contract players, had the part of a slick San Francisco gambler in that studio's recent "Frisco Sal," and is now appearing as a slick St. Louis gambler in "The Naughty Nineties." Abbott and Costello are co-starred in the current comedy riot now at the Theatre.

Commenting upon his role in the new film, Curtis said, "a few more of these card-sharp parts and people will raise their eyebrows when I sit down at the bridge table. But you're not really a slicker nowadays until they name one of those new wild poker games after you."

The actor admitted to Rita Johnson, Lois Collier, Henry Travers and his other co-players in the picture that he was experimenting with a little orgy of seven card stud in which the queens were wild, the jacks willing and the kings furious.

"That's it," he explained, "the queens are wild if you hold them with a jack—if held with a king, they are dead cards."

Curtis is teamed romantically with Miss Collier in "The Naughty Nineties." Much of the film's action takes place on an old time Mississippi river showboat and in an extravagant St. Louis gambling establishment. Jean Yarbrough directed.



THE NAUGHTY NINETIES (2A)

Lou Costello and Rita Johnson contribute many hilarious comedy scenes together in Universal's merry-mad funfilm, "The Naughty Nineties."

Movie Wizards Reveal 'Secret Weapon' Tricks

(Advance)

One of the most important jobs a prop man has around a movie studio is to make phony weapons—clubs and bludgeons that don't hurt when they hit you.

In Universal's "The Naughty Nineties," starring Bud Abbott and Lou Costello and coming to the Theatre, a

Cows Ignore Star In Comedy Scene

(Current)

John Grant, one of the producers of Universal's "The Naughty Nineties," now at the Theatre, thought it would be funny if Lou Costello, starred with Bud Abbott in the picture, had some strange adventures as the bass drummer in a showboat band.

So Grant wrote into the script a line of action depicting Lou, during a parade, failing to follow the rest of the band around a corner, but instead marching straight ahead through a herd of longhorn cattle.

The scene was shot, and the cattle, as Grant had foreseen, shied away from the little man with the big drum, allowing him to march nonchalantly beating his drum through the herd.

That is, nearly all the cattle shied away. The herd leader, a huge beast with a terrific pair of horns, stopped, then turned and faced the drummer.

Lou dropped his drum, got down on all fours, looked the giant steer in the eye, and said, "Baa-aa-aa!" like a poor little lost calf. The steer snorted tolerantly, then walked away. Lou picked up his drum, and walked away, too—but fast.

lot of the humor is of that broad type known as "slapstick." And you can't slap people around with an ordinary stick without causing hard feelings, something that no intelligent screen director wants to do.

So Jean Yarbrough, being an intelligent director, ordered Property Man Lee Carson to make up a batch of painless cudgels for Abbott to clout Costello with, and at rare intervals, vice versa.

Appearances Deceiving

Carson soon showed up with an array of villainous looking blunt instruments that belied their lethal appearance by packing wallops no more rigorous than a brush from the wing of a medium sized angel.

A piece of two-by-four lumber has always been recognized as a convenient weapon for a rough and tumble fight. Carson's rough looking two-by-fours were made of sponge rubber, stiffened by an ordinary lath. So were his bricks.

A lead pipe is the customary armament of a back alley gangster. Carson's "lead" pipes were made of thin copper tubing stuffed with pieces of cork. Pseudo iron bars are made of magnesium—when the prop man can find any.

People slugged with sandbags usually fall senseless. Carson's sandbags, as you may have guessed, contained sawdust.

"We can make some convincing, but harmless baseball bats out of a certain new plastic, when we get it after the war," Carson said.



THE NAUGHTY NINETIES (1F)

Rita Johnson has the leading feminine role with Abbott and Costello in Universal's comedy sensation, "The Naughty Nineties."

SHOWMANSHIP!

FREE RECORDINGS

Radio offers the showman a knockout medium for selling the Abbott and Costello brand of slap-happy fun. With millions of people listening to the Camel show on Thursday night, you have a perfect set up for spotting these excellent announcements before and after the show as well as during the week. Number one of the group of station breaks is for spotting before the Abbott and Costello broadcast, and Number two is intended for after the show.

Universal has prepared these transcriptions with that thought in mind and they give the exhibitor everything in this advertising medium to build up a powerful campaign. Get behind radio's top comedy team with these excellent records.

They were made by C. P. MacGregor and nationally famous announcers did the original recordings. The pressings are on Vinolite, the standard material accepted by all broadcasting stations. Send for your copy right away . . . IT'S ABSOLUTELY FREE! Write, wire or phone The Exploitation Dept., Universal Pictures, Universal City, California.

ACTION SET-PIECE

Build an attraction getter for your outside lobby that will make passers-by stop-look and listen. Blow-up to life size still number 133 from your exchange set showing Lou Costello with the drum. Make a separate blow-up of the arm with the drumstick and have your sign man paint out the arm on the full figure. Attach the separate arm in front with a bolt through the shoulder and another arm on the back with real drum stick. These two arms should work up and down together. Place a medium sized REAL drum in the position shown in detail sketch directly back of the standee. Operate with a small electric motor. The effect will be a beating of the drum as a "sound" bally.



IDEA FOR A TEASER CAMPAIGN!

Here's a set of teasers you can use to run ahead of your regular advertising campaign. Spot them R.O.P. (Run Of Paper) and if possible, run them for a couple of days. In order for this type of teaser campaign to be successful and effective you should use all ten ads. They are 1 col. x 1 inch, small enough to meet the requirements of almost any budget. Order EXPLOITATION MAT N.N. NO. 1.



SHOW-BOAT ANGLE

Most of the action in "THE NAUGHTY NINETIES" takes place on a Mississippi River Show-Boat. This opens an opportunity for a variety of lobby and ballyhoo stunts as well as putting your stage space to work.

AMATEUR SHOW . . . Dust off all the old tricks of the "home talent" show for an advance contest. Stage an "OLD TIME NAUGHTY NINETIES SHOW-BOAT REVIEW." Dress your stage as an old levee. Have your sign painter paint a flat of the show-boat at dock with your entertainers sitting around on painted "cotton bales." Tie-up with the merchants for prizes and plant a few "good sports" to "take the hook" in the middle of their numbers for the laughs.

LOBBY DECORATIONS . . . sea going props are good for the atmosphere on this. Dig up ship bells and steering wheels for your box office trim. Drape real fish nets on your lobby walls with stills in cardboard frames fastened on them. Build several prop "cotton bales" for corner of the lobby and hire colored (or blacked-up) vocalists and instrumentalists to sing and play the old time numbers including well known "show-boat" selections and "Down-on-the-Levee" numbers.

The fan magazine SCREEN ROMANCES carries a fictionization of "THE NAUGHTY NINETIES" in their MAY issue. Contact news dealers for truck banners. Here is suggested copy: READ THE RIOTOUS STORY OF "THE NAUGHTY NINETIES" IN SCREEN ROMANCES AND THEN LAUGH ALL OVER AGAIN WITH ABBOTT AND COSTELLO AT THE RIVOLI. Have heralds stuffed into copies of the magazine and tack cards spotted at news stands.

BUILD A "SEE" BOARD

Lou Costello, of the famous comedy team of Abbott and Costello, was never more versatile in his screen career than he is in "The Naughty Nineties." Play up this fact with a "See Board" in your lobby. Use selection of stills from your exchange set as shown (Numbers 16, 27, 74, 86, 112, 114, 115, 119 and 133) showing him as a singer, cowboy, lover, gunman, baseball player, fencer, "Little Eva," dancer and a drummer. Use copy as shown in the illustration.



SHOWMANSHIP



LOBBY LAUGH METER



Set up a "laugh meter" in front of the theatre during the run of the picture. Have a sign shop fix up the top of the meter so that it appears to have blown out. A sign attached to the meter reads . . . WE COULDN'T GET A LAUGH METER BIG ENOUGH TO REGISTER ALL THE LAUGHS IN "THE NAUGHTY NINETIES." Dress the display with heads of Abbott and Costello.

"LAUGHING" PHOTOS

Here's a stunt that should get the kind of response all showmen like, when it is tied-up with the right kind of newspaper promotion. Run a "laughing face" contest in your lobby, which is based on newspaper-sponsored snapshots of people leaving your theatre after seeing Abbott and Costello in "Naughty Nineties." Pictures are published in the daily paper and those with the heartiest laughs win prizes, provided that the person shown in the photo can identify himself.

AD ON RADIO PAGE

Plant a small sized add, in plain type with plenty of white space, on the radio page of your newspapers and let the Abbott and Costello fans know that radio's top comedians are in "Naughty Nineties." Copy can read . . . RADIO'S TOP FUN MAKERS ARE ON THE LOOSE AGAIN IN A SHOWBOAT OF LAUGHS AND LOVELIES! . . . SEE ABBOTT AND COSTELLO IN "NAUGHTY NINETIES" NOW AT THE RIVOLI!

PUT THESE BOX OFFICE SONGS TO WORK



There are seven hit tunes . . . some new and some the old favorites still tops in popularity. A scintillating score that has the power to get those extra windows, special displays and plugs in every music store, on the air and in every night spot in town! PUT THEM TO WORK!

"I CAN'T GET YOU OFF MY MIND" has been published by Saunders Publications, 1650 Broadway, N. Y. with a special cover illustrated with stills from the picture. It is sung by Lois Collier and was written by those two top tunesmiths, Jack Brooks and Edgar Fairchild. Get copies of the cover for display purposes.

Among the popular old timers, for good solid plugging, are "ON A SUNDAY AFTERNOON" and "I'D LEAVE MY HAPPY HOME FOR YOU," both published by Harry Von Tilzer Music, 1587 Broadway N. Y., and "BY THE WATERMELON VINE," published by Mills Music Inc., 1619 Broadway, N. Y. Arrange for special displays of these songs, providing blow-ups and accessory material for best results.

LAUGHS IN LOBBY

Here's a stunt that has always been effective. Use a laugh record in your lobby while you are showing "Naughty Nineties." Play it through your P.A. system with a speaker hooked up in the outside lobby so that the passerby can hear the laughs as if they were coming from the audience. These laugh records can also be used for a street bally on a sound truck with copy as follows . . . THIS IS THE WAY THEY'RE LAUGHING AT ABBOTT AND COSTELLO IN "NAUGHTY NINETIES" NOW AT THE RIVOLI . . . !

Two excellent laugh records are available, one of crowds laughing and the other of two men laughing. Order from T. J. Valentino, 1600 Broadway, New York City.

STREET BALLYHOO

Abbott and Costello have always enjoyed a huge following among the youngsters. The kids will go all out for this kind of a bally.

Dress two men in costumes similar to the ones used in "THE NAUGHTY NINETIES" (consult your stills) by Bud Abbott and Lou Costello. Give them a large bass drum with lettering as follows: "Follow us to 'The Naughty Nineties' at the Rivoli." Circulate the news that 25 youngsters will be admitted free to the opening performance by agreeing to follow the bally men through the downtown streets.

To prevent gate crashing by more youngsters than the specified number have them start from your theatre and give the first 25 to apply numbered cards for identification.

GET YOUR "SOCKO" TRAILER!
Order It Early! Put It to Work!
Call your local
**NATIONAL SCREEN SERVICE
EXCHANGE**





ACCESSORIES

TWO 22x28s



STYLE "A"



STYLE "B"

USE POSTER CUT-OUTS FOR MARQUEE FLASH!

Make good use of the cut-out possibilities in your twenty-four sheet. Build a flash display on top your marquee.

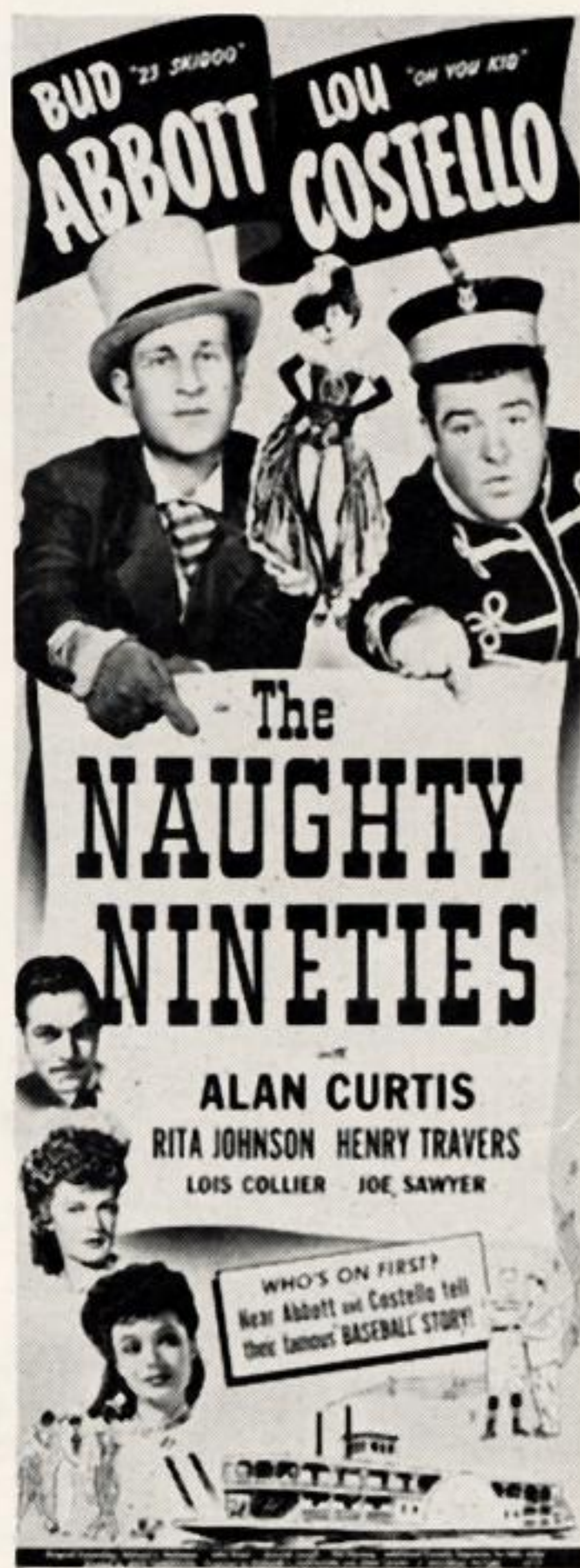
The one sheet adapts itself well for cut-out hangers, which can be suspended by strong wire underneath the marquee. The three sheet and six sheet will make ideal displays for both sides of your outside lobby facing the street, or they can be used in conjunction with the twenty-four sheet cut-outs when they are arranged on top of the marquee at both ends. See the accompanying illustration which gives you a clear picture of 24 sheet possibilities.



EIGHT 11x14s



WINDOW CARD



14x36

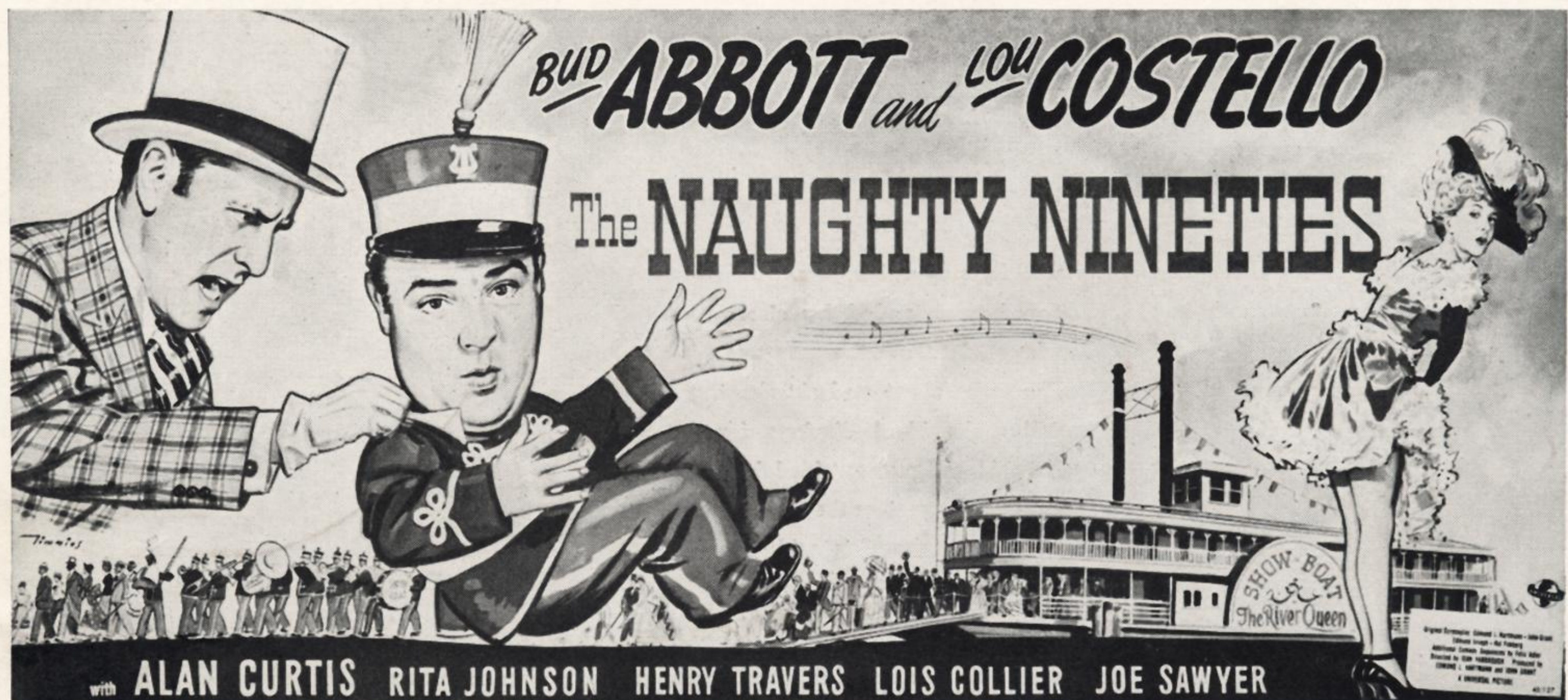
7 x 10 THREE COLOR HERALD

ORDER FROM NATIONAL SCREEN SERVICE



ORDER ALL ACCESSORIES FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE

Posters



24 SHEET COLOR DESCRIPTION: The entire Twenty-Four sheet is in brilliant full color. Sky is blue. Title in dark blue.



ONE SHEET



THREE SHEET



SIX SHEET

ORDER ALL ACCESSORIES FROM YOUR LOCAL
NATIONAL SCREEN SERVICE EXCHANGE

IT'S THEIR BIG SHOW OF HO-HO!*

...busting the stays
in the good old daze!

BUD ABBOTT *and* **LOU COSTELLO**

in **The NAUGHTY NINETIES**



A SHOWBOAT LOAD OF LAUGHS AND LOVELIES!

HEAR
ABBOTT and
COSTELLO
tell their famous
"BASEBALL"
story!

with
ALAN CURTIS **RITA JOHNSON** **HENRY TRAVERS** **LOIS COLLIER** **JOE SAWYER**

This picture selected by the Army for showing overseas.



ADDED ATTRACTIONS

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg Additional Comedy Sequences by Felix Adler
Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT A UNIVERSAL PICTURE

Ad No. 502—5 Col. Mat

502

THEY'RE THE NAUGHTIES OF THE 90's

*Spreading the Laughs
by the Showboat Load!*

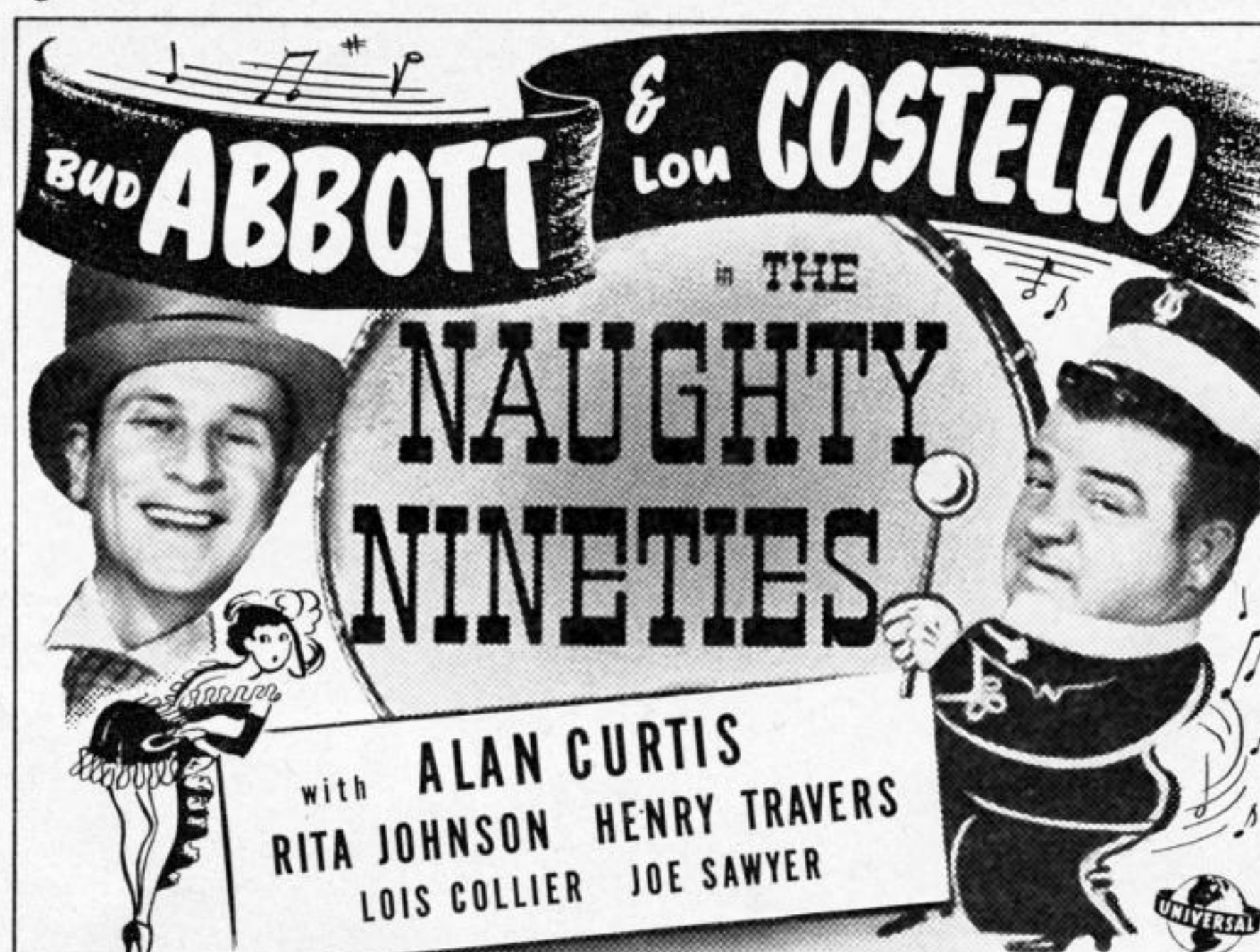


ADDED ATTRACTIONS

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg Additional Comedy Sequences by Felix Adler
Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT A UNIVERSAL PICTURE

Ad No. 501—5 Col. Mat

501



A UNIVERSAL PICTURE
Ad No. 203—2 Col. Mat

203

STRIKE UP THE BAND 
THE BOYS ARE BACK...AND DRUMMING UP THE FUN!

BUD "23 SKIDOO"
ABBOTT & COSTELLO
LOU "OH YOU KID"

The NAUGHTY NINETIES

with
ALAN CURTIS
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

WHO'S ON FIRST?
Hear ABBOTT
and COSTELLO
tell their famous
BASEBALL story!

This picture selected by the Army for showing overseas.

ADDED ATTRACTIONS

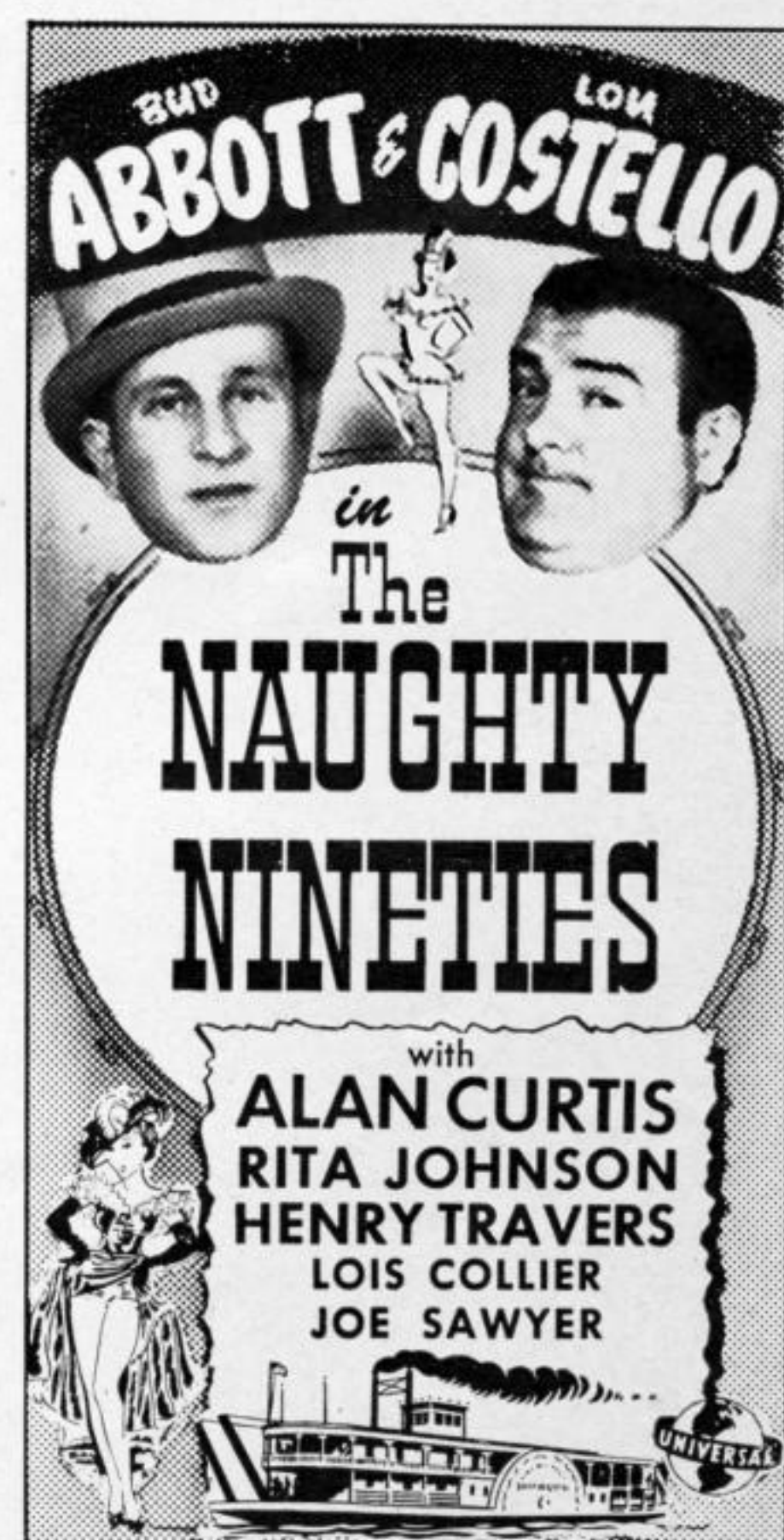
Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg Additional Comedy Sequences by Felix Adler
Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT A UNIVERSAL PICTURE

Ad No. 302—3 Col. Mat

302



A UNIVERSAL PICTURE 103
Ad No. 103—1 Col. Mat



A UNIVERSAL PICTURE 106

Ad No. 106—1 Col. Mat

They're making a mess of the old Mississippi...
WITH A SHOWBOAT FULL OF LAUGHS!



WHO'S ON FIRST?
 Hear ABBOTT
 and COSTELLO
 tell their famous
 "BASEBALL" story!

with
ALAN CURTIS
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

The
NAUGHTY
NINETIES



This picture selected by the Army for showing overseas.

ADDED ATTRACTIONS

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg Additional Comedy Sequences by Felix Adler
 Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT A UNIVERSAL PICTURE

401

Ad No. 401—4 Col. Mat

THOSE GRAND OLD DAYS...
—with the dopes who
really dazed 'em!

BUD ABBOTT

LOU COSTELLO

in THE NAUGHTY NINETIES

with
ALAN CURTIS
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

A SHOWBOAT LOAD OF LAUGHS AND LOVELIES!

HEAR ABBOTT and COSTELLO tell their famous "BASEBALL" story!

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg
Additional Comedy Sequences by Felix Adler
Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT
A UNIVERSAL PICTURE

Ad No. 210—2 Col. Mat

210

STRIKE UP THE BAND
THE BOYS ARE BACK... AND DRUMMING UP THE FUN!

BUD "23 SKIDOO" ABBOTT **LOU "OH YOU KID" COSTELLO**

The NAUGHTY NINETIES

with
ALAN CURTIS
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

WHO'S ON FIRST?
Hear ABBOTT and COSTELLO tell their famous **BASEBALL** story!

UNIVERSAL

This picture selected by the Army for showing overseas.

ADDED ATTRACTIONS

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg Additional Comedy Sequences by Felix Adler
Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT A UNIVERSAL PICTURE

402

Ad No. 402—4 Col. Mat

A SHOWBOAT LOAD OF LAUGHS!

BUD ABBOTT and LOU COSTELLO

in THE NAUGHTY NINETIES

with **ALAN CURTIS**
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

UNIVERSAL

A UNIVERSAL PICTURE
Ad No. 205—2 Col. Mat

205

THOSE GRAND OLD DAYS . . .

—with the dopes who really dazed 'em!

BUD "23 SKIDOO"

LOU "OH YOU KID"

ABBOTT & COSTELLO

in THE NAUGHTY NINETIES

with **ALAN CURTIS**
RITA JOHNSON **HENRY TRAVERS**
LOIS COLLIER **JOE SAWYER**

WHO'S ON FIRST?
Hear **ABBOTT** and **COSTELLO**
tell their famous **"BASEBALL"** story!

This picture selected by the Army for showing overseas.

ADDED ATTRACTIONS

They're in a Gambling Den!

They're on a Showboat!

They're in a free-for-all!

They're in "Baseball" trouble again!

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg Additional Comedy Sequences by Felix Adler
 Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT A UNIVERSAL PICTURE

503

Ad No. 503—5 Col. Mat

BUD ABBOTT and LOU COSTELLO

in THE NAUGHTY NINETIES

with **ALAN CURTIS** **RITA JOHNSON** **HENRY TRAVERS**
LOIS COLLIER **JOE SAWYER**

A UNIVERSAL PICTURE

Ad No. 201—2 Col. Mat

201

BUD ABBOTT and LOU COSTELLO

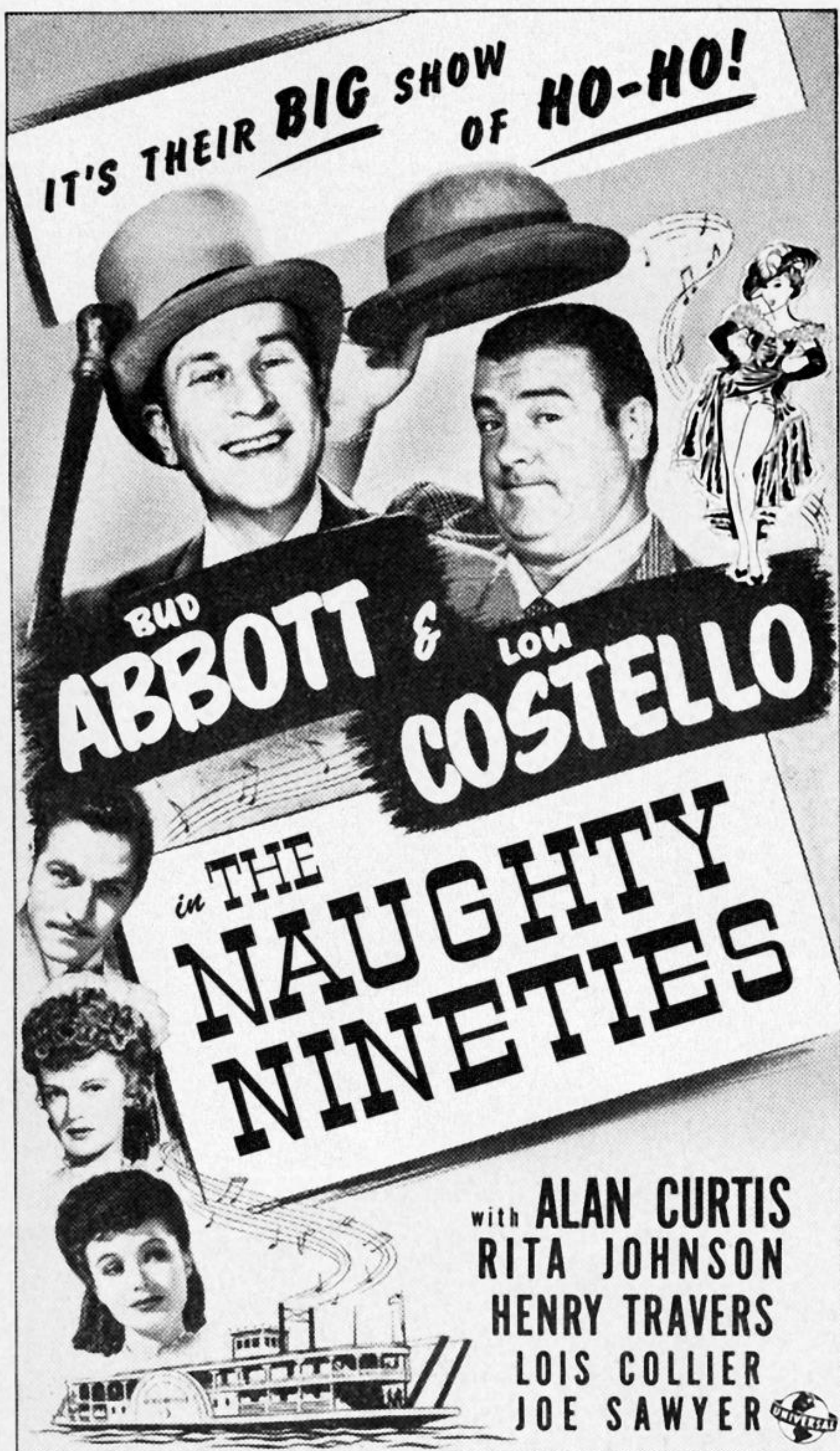
in THE NAUGHTY NINETIES

with **ALAN CURTIS**
RITA JOHNSON **HENRY TRAVERS**
LOIS COLLIER **JOE SAWYER**

A UNIVERSAL PICTURE

Ad No. 204—2 Col. Mat

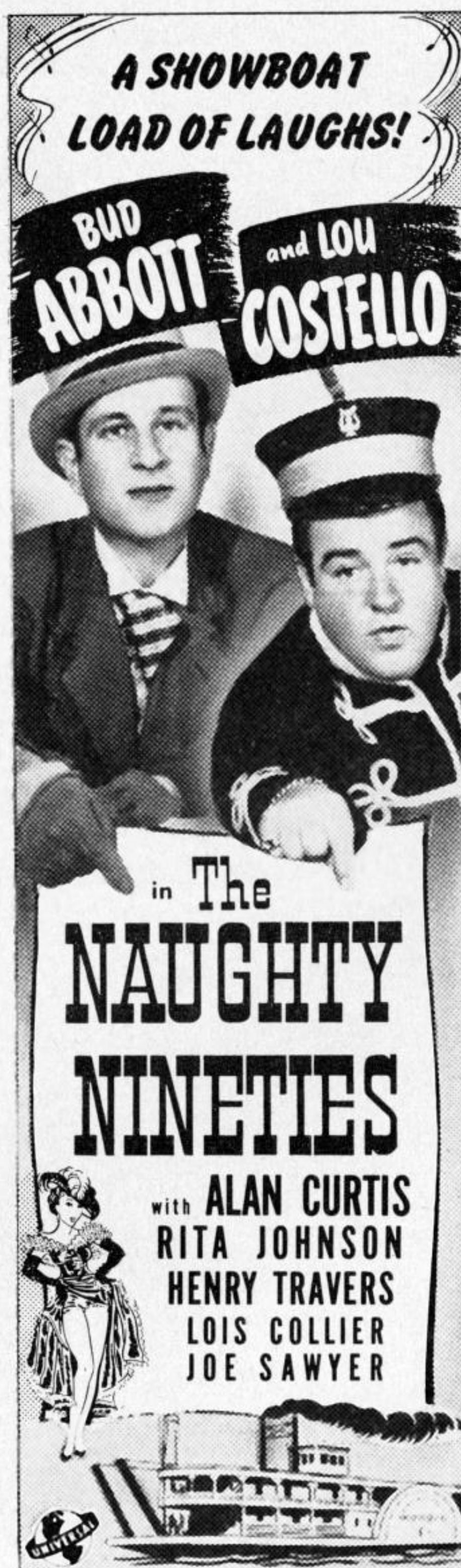
204



Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg
 Additional Comedy Sequences by Felix Adler
 Directed by Jean Yarbrough Produced by Edmund L. Hartmann and John Grant
 A UNIVERSAL PICTURE

207

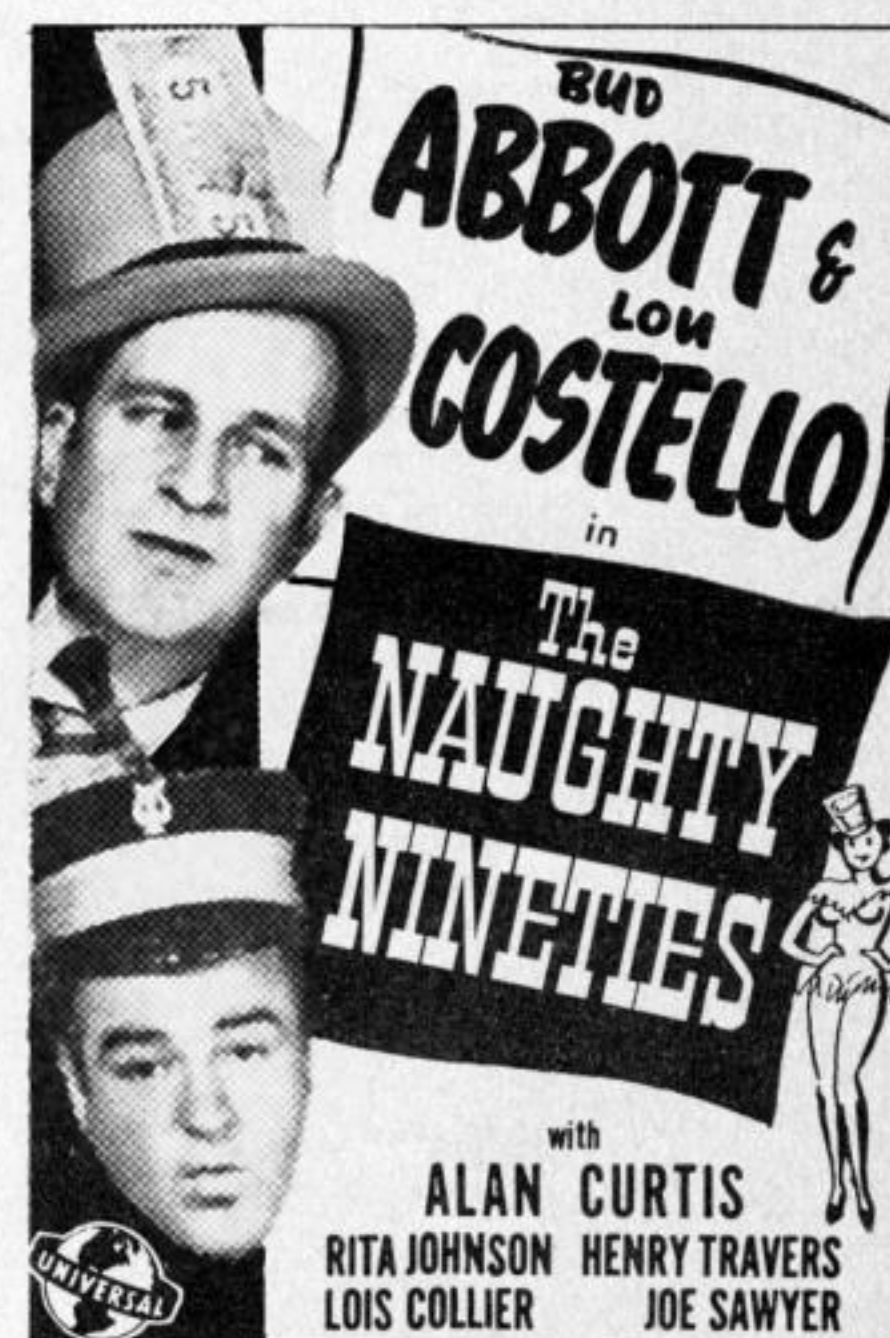
Ad No. 207—2 Col. Mat



Original Screenplay: Edmund L. Hartmann
 John Grant • Edmund Joseph • Hal Fimberg
 Additional Comedy Sequences by Felix Adler
 Directed by JEAN YARBROUGH
 Produced by EDMUND L. HARTMANN
 and JOHN GRANT
 A UNIVERSAL PICTURE

108

Ad No. 108—1 Col. Mat



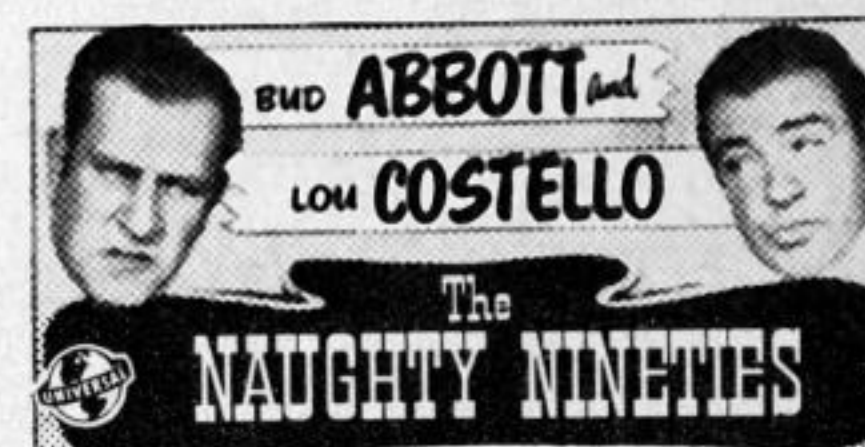
A UNIVERSAL PICTURE 105

Ad No. 105—1 Col. Mat



A UNIVERSAL PICTURE 102

Ad No. 102—1 Col. Mat



A UNIVERSAL PICTURE 101

Ad No. 101—1 Col. Mat

THOSE GRAND
OLD DAYS...
with the dopes who
really dazed 'em!

BUD "23 SKIDOO"
ABBOTT & COSTELLO
LOU "OH YOU KID"

in **THE NAUGHTY NINETIES**

with **ALAN CURTIS**
RITA JOHNSON HENRY TRAVERS
LOIS COLLIER JOE SAWYER

WHO'S ON FIRST?
Hear **ABBOTT** and **COSTELLO**
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ADDED ATTRACTIONS

Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg
Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN and JOHN GRANT
Additional Comedy Sequences by Felix Adler
A UNIVERSAL PICTURE

301

Ad No. 301—3 Col. Mat

THEIR BIG SHOW
OF HO-HO!

BUD
ABBOTT & LOU COSTELLO

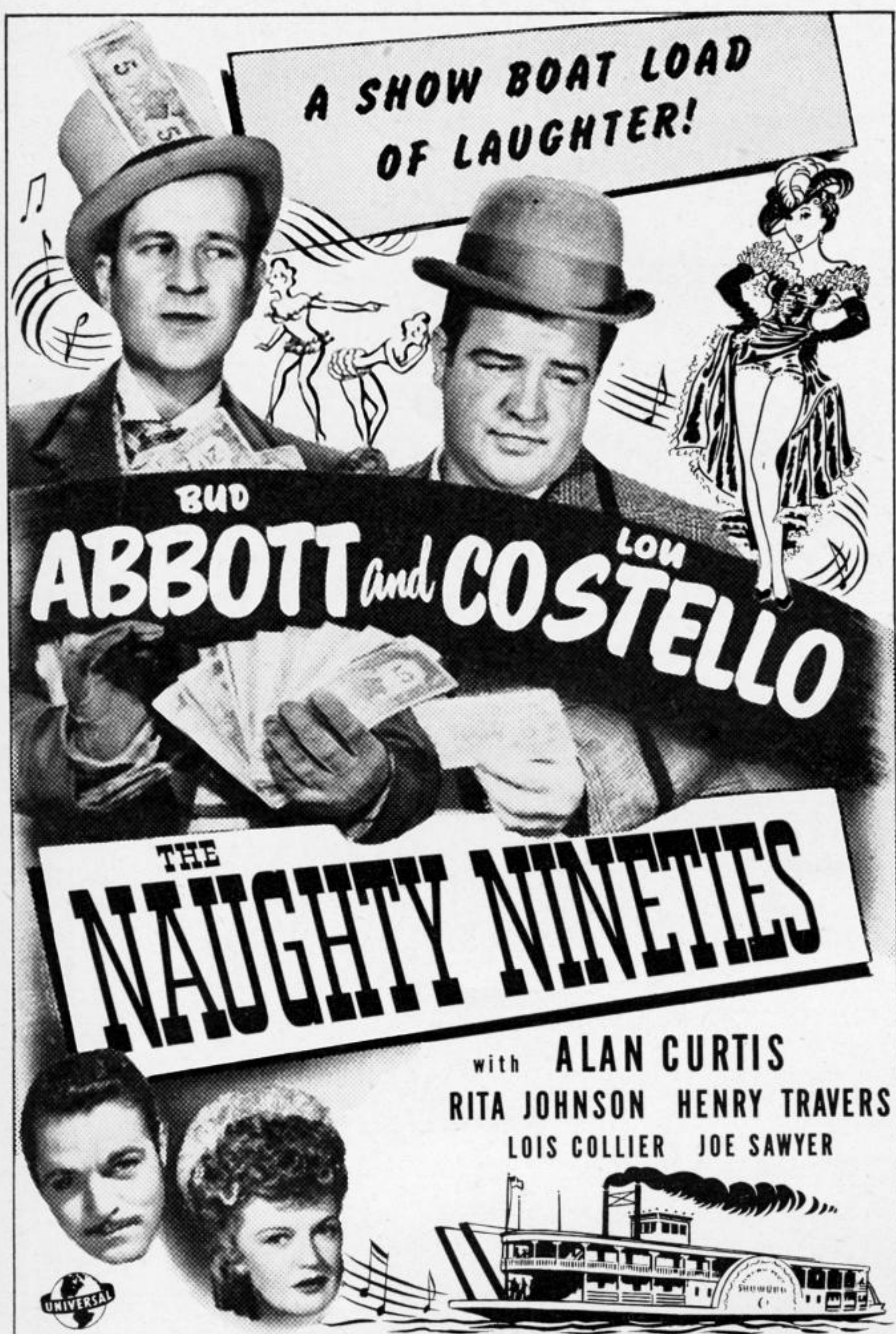
The
NAUGHTY NINETIES

with
ALAN CURTIS
RITA JOHNSON
HENRY TRAVERS
LOIS COLLIER
JOE SAWYER

Original Screenplay: Edmund L. Hartmann
John Grant • Edmund Joseph • Hal Fimberg
Additional Comedy Sequences by Felix Adler
Directed by JEAN YARBROUGH
Produced by EDMUND L. HARTMANN
and JOHN GRANT
A UNIVERSAL PICTURE

109

Ad No. 109—1 Col. Mat



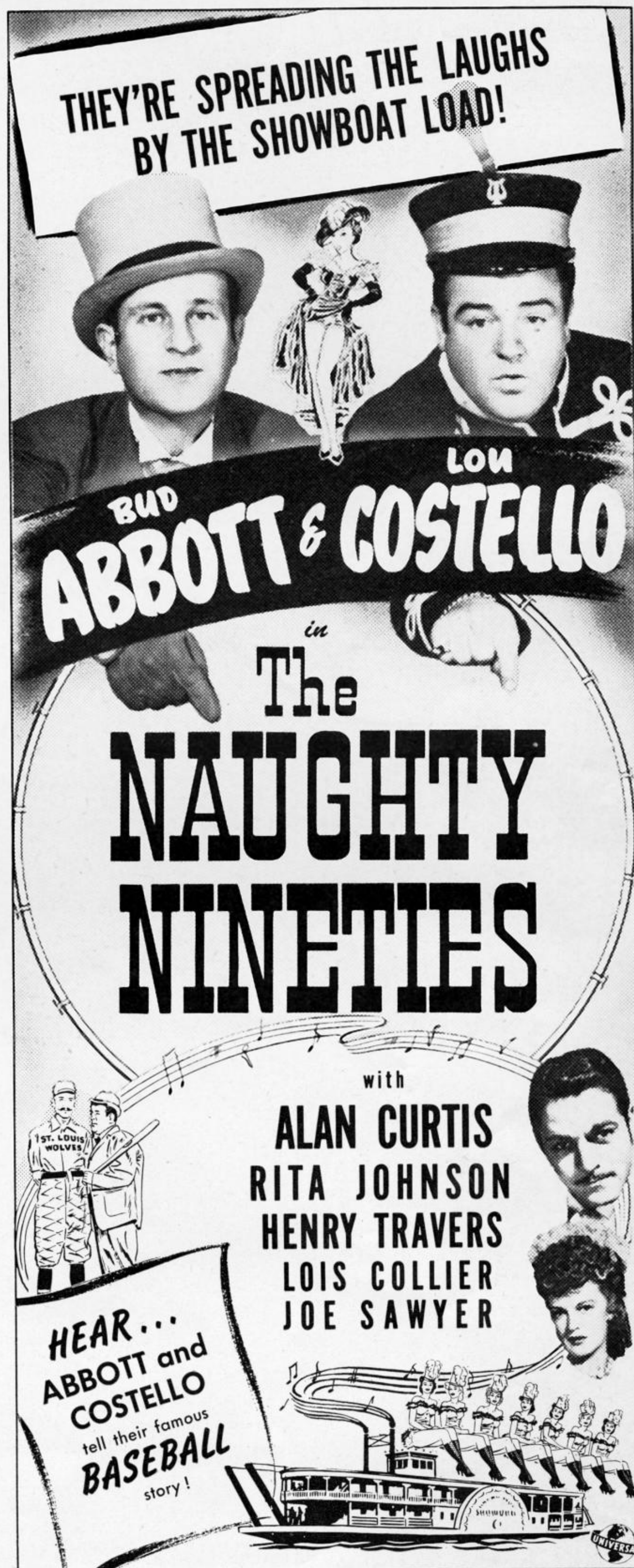
Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg
 Additional Comedy Sequences by Felix Adler
 Directed by JEAN YARBROUGH Produced by EDMUND L. HARTMANN
 and JOHN GRANT
 A UNIVERSAL PICTURE
 Ad No. 206—2 Col. Mat

206



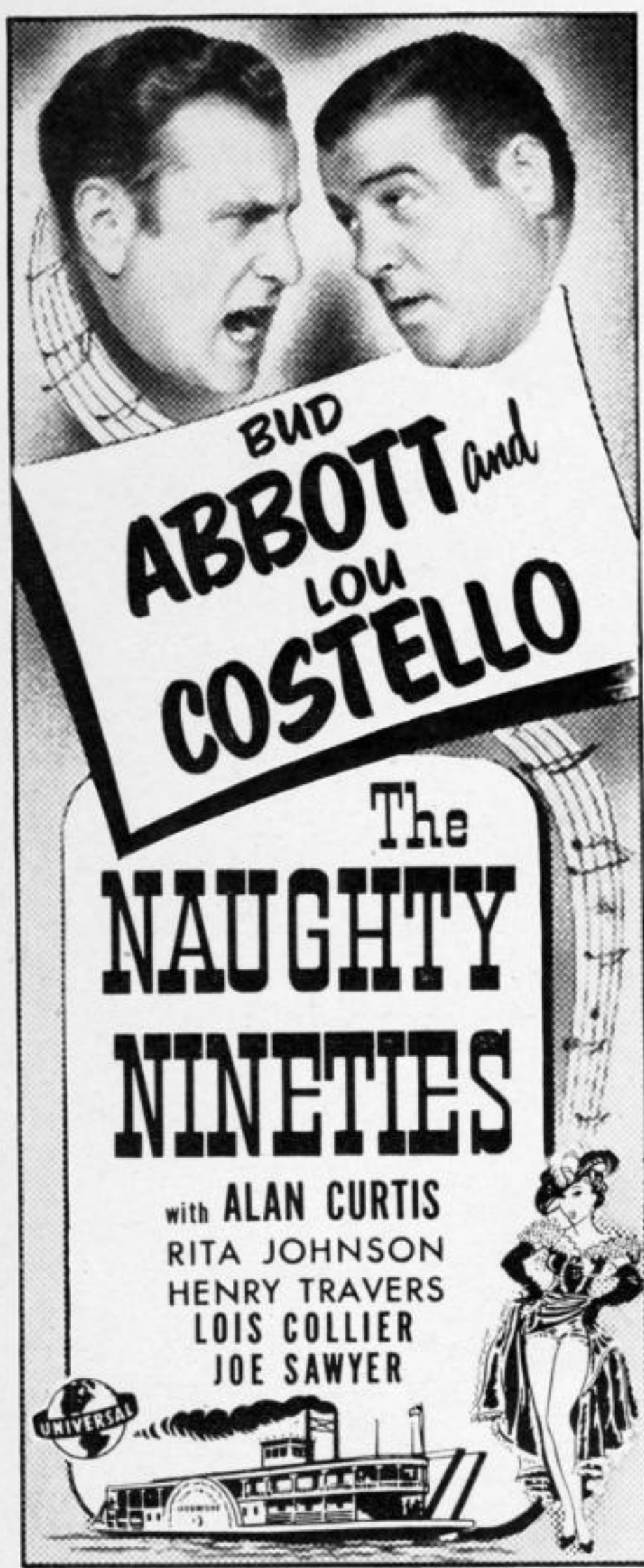
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 Ad No. 202—2 Col. Mat

202

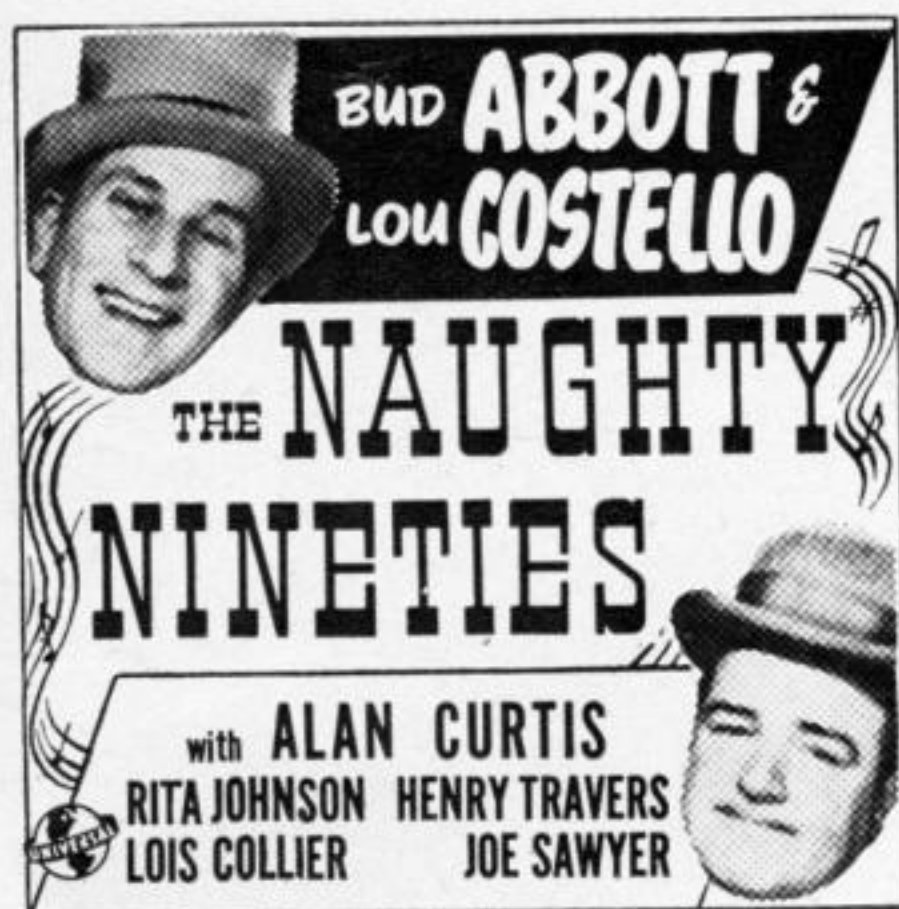


Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg
 Additional Comedy Sequences by Felix Adler
 Directed by JEAN YARBROUGH
 Produced by EDMUND L. HARTMANN and JOHN GRANT
 A UNIVERSAL PICTURE
 Ad No. 209—2 Col. Mat

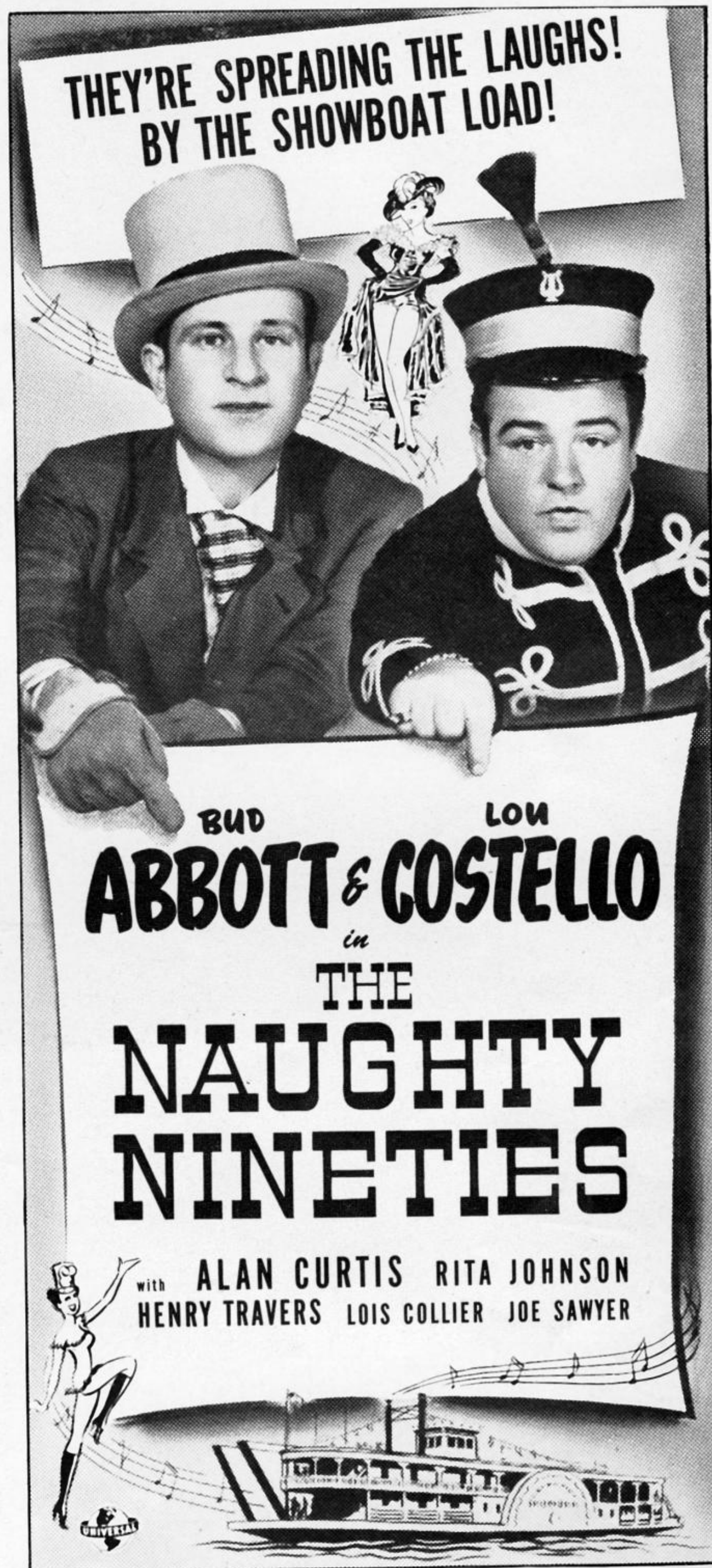
209



A UNIVERSAL PICTURE 107
Ad No. 107—1 Col. Mat



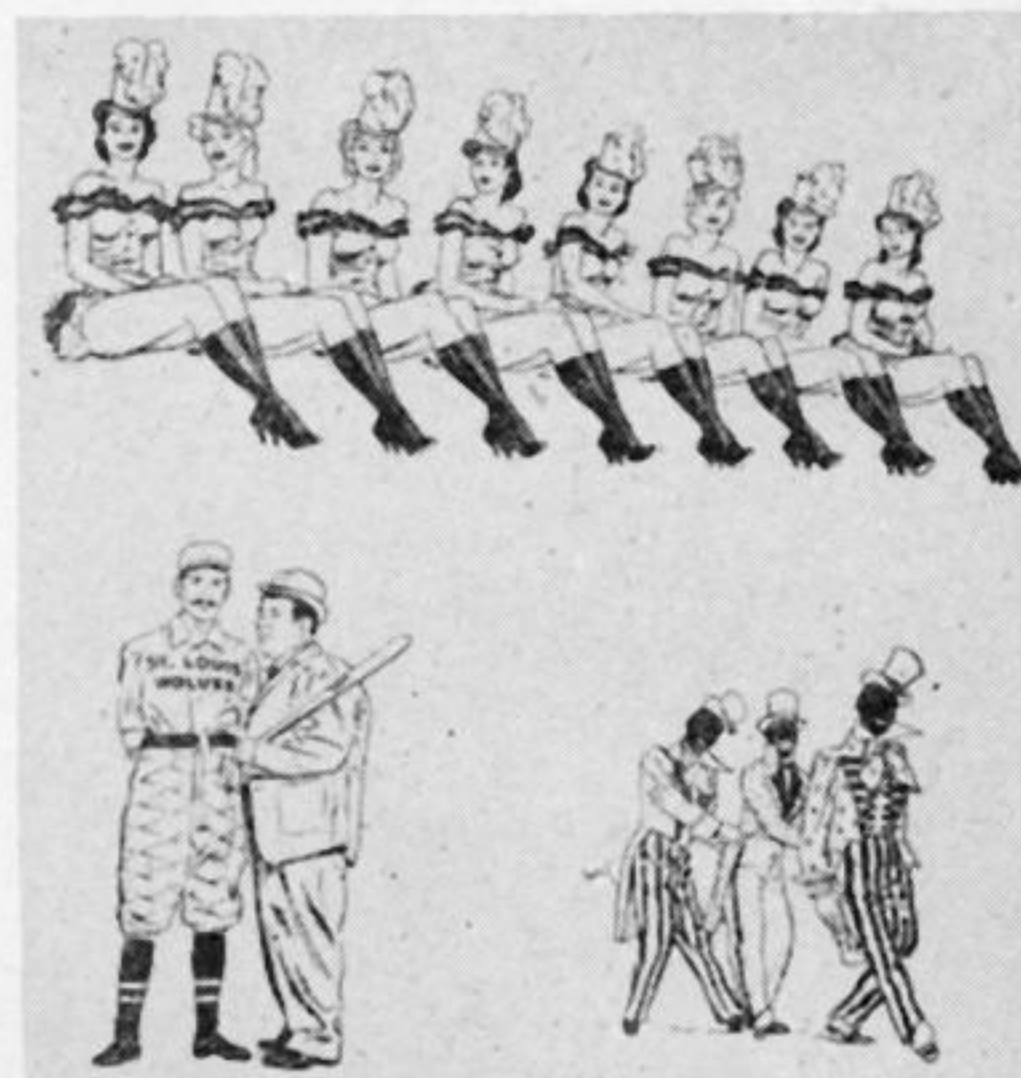
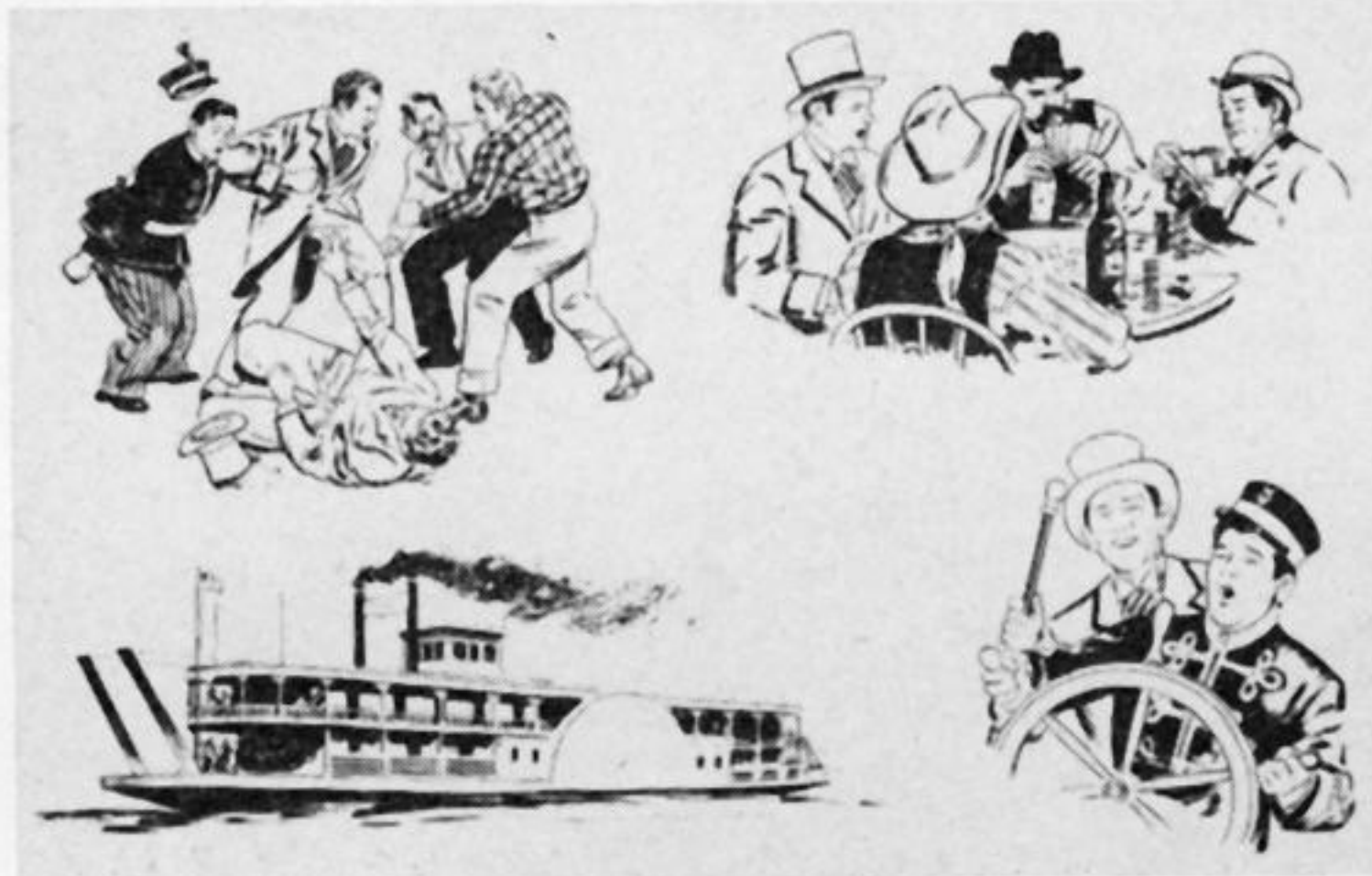
A UNIVERSAL PICTURE 104
Ad No. 104—1 Col. Mat



Original Screenplay: Edmund L. Hartmann • John Grant • Edmund Joseph • Hal Fimberg
Additional Comedy Sequences by Felix Adler
Directed by Jean Yarbrough Produced by Edmund L. Hartmann and John Grant
A UNIVERSAL PICTURE 208
Ad No. 208—2 Col. Mat

SPECIAL ADVERTISING STILLS

Seven 8x10 photos of the key art used in this pressbook ad campaign. Excellent material for making lobbies, blow-ups, and special ads. Available at your National Screen Service branch.



The NAUGHTY NINETIES

with
ALAN CURTIS
RITA JOHNSON
HENRY TRAVERS
LOIS COLLIER
JOE SAWYER

BUD ABBOTT & LOU COSTELLO



BUD ABBOTT and LOU COSTELLO



HELD OVER!



HELD OVER!

BUD ABBOTT & LOU COSTELLO

2ND SMASH WEEK!

THE NAUGHTY NINETIES

with ALAN CURTIS RITA JOHNSON
HENRY TRAVERS LOIS COLLIER JOE SAWYER

UTILITY MAT