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Film Subjects	Thunder in the city, Gering, Marion, 1937



# 'LITTLE CAESAR' CRASHES SOCIETY TO SMASH ALL THRILL RECORDS!

FOR FURTHER DETAILS . . . . . INSIDE FOR BIG SELLING CAMPAIGN



POWERFUL ROLE  
DYNAMITE  
ACTION

ROBINSON  
PUNCH  
THE TEN  
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THE TERROR OF GANGDO  
ROBINSON ROCKS SCREEN WITH

EDWARD G.  
**ROBINSON**  
*THUNDER  
in the CITY*

LULI DESTÉ  
NIGEL BRUCE • CONSTANCE COLLIER  
*Screen play by Robert Sherwood and Aben Kandel  
Directed by MARION GERING*

WHITE  
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ADVERTISING..PUBLICITY..EXPLOITATION CAMPAIGN



ASTOR PICTURES

presents



EDWARD G. ROBINSON

in

"THUNDER IN THE CITY"

with

Luli Deste

Nigel Bruce

Constance Collier

Screen play by Robert Sherwood and Aben Kandel

Directed by Marion Gering

STORY IN BRIEF

OUTSIDE the offices of the Snyderling Corporation of America, three airships are flying over the skyscrapers of New York, whilst dangling perilously below them are acrobats advertising the Snyderling straight eight.

Dan Armstrong enters the office bursting with pride over this, his latest piece of ballyhoo. But his employers are not amused. They demand his resignation, pointing out that dignity and decorum mark the policy of the present day, and they suggest he pay a visit to England to learn how that country has prospered by such sedate methods.

Armstrong sails for Europe. He arrives in London and is immediately claimed by two distant relatives, Sir Peter and Lady Challoner, the impoverished owners of Challoner Hall.

Dan accepts their invitation and during the week-end meets the Duke of Glenavon, the Duchess, their attractive young daughter Patricia, and Henry Manningdale, a wealthy stockbroker. There he discovered that the only asset of the Glenavons estate is an unexploited mine in Rhodesia which contains a miracle metal known as "magnalite," which Manningdale has promised to develop in return for the hand of Patricia.

But though the Glenavons do not know it, Dan is virtually penniless and when the time comes to produce his cheque for an option on the mine, he has to confess that he has barely enough money to pay his hotel bill. But, he has a better idea. He will float a company of which the Duke shall be chairman and so raise the money.

Manningdale determines to get even, and acquires the patent to the only process by which magnalite can be manufactured. When the time comes for the company to start work, Dan Armstrong discovered that he must first negotiate with his old rival and the only terms which Manningdale will consider are the transfer of all Dan's interests in the company. At first he refuses but later realising that there is no alternative to save his stockholders from ruin, and the company from bankruptcy, he makes the inevitable sacrifice and prepares to leave England to return to America.

As he reaches the airport, however, he finds a large and enthusiastic crowd to bid him good-bye, and among them is Patricia, who has booked passage on the same plane, for she has fallen in love with this dynamic little American who so suddenly came into her life.

OFFICIAL BILLING

ASTOR PICTURES

presents

EDWARD G. ROBINSON

in

"THUNDER IN THE CITY"

with

LULI DESTE

Nigel Bruce

Constance Collier

Screen play by Robert Sherwood, Aben Kandel and Akos Tolnay

Directed by Marion Gering

SALES • ANALYSIS

A STAR of the first magnitude, Edward G. Robinson is ready to attract record receipts to your box-office. Robinson, one of the most widely admired stars on the screen, comes through with a scintillating performance in a role so different from anything he has so far attempted that audiences will be at once astonished and delighted.

A TITLE that will pique the interest of every passerby. "Thunder in the City" sells the stirring drama as well as the novel satirical twist that makes the picture such excellent entertainment. "Little Caesar" stands a city on its ear to take a woman in his arms, as he rocks the screen with his most powerful role.

A SUPPORTING cast you can be proud to advertise. Playing the leading feminine role in "Thunder in the City" is the much-heralded Luli Deste, new Continental star. Glamorous, exotic, a brilliant actress, Miss Deste will send your patrons from the theatre discussing her with excitement. Also, there are the superlative Nigel Bruce; Constance Collier, one of the most famous actresses in England.

A SUPERIOR director, Marion Gering, brought "Thunder in the City" to the screen. In addition to Gering, the film was fortunate enough to be able to obtain two of America's most talented writers for its screen play. Robert Sherwood, Pulitzer Prize playwright, who wrote such plays as "Idiot's Delight," "Reunion in Vienna," and "Petrified Forest," and Aben Kandel, author of "City for Conquest," are the two in question.

A FILM like "Thunder in the City" deserves the best sort of sales campaign. In the ensuing pages of this pressbook, you'll find newspaper ads, publicity stories, exploitation stunts and tie-ups, posters and lobbies, etc., that were designed to help you smash this picture across with the greatest effectiveness. Don't leave a stone unturned—don't leave an idea untried. "Thunder in the City" is worth exploiting. Get behind it and watch it hang up new records for your house.

Cast and Credits

Dan Armstrong ..... EDWARD G. ROBINSON  
Lady Patricia ..... Luli Deste  
The Duke of Glenavon ..... Nigel Bruce  
The Duchess of Glenavon ..... Constance Collier  
Henry Manningdale ..... Ralph Richardson  
Lady Challoner ..... Annie Esmond  
Sir Peter Challoner ..... Arthur Wontner  
Dolly ..... Elizabeth Inglis  
James ..... Cyril Raymond  
Edna ..... Nancy Burne  
Bill ..... Billy Bray  
Snyderling ..... James Carew  
Millie ..... Everley Gregg

Screen play and dialogue by  
Robert Sherwood, Aben Kandel and  
Akos Tolnay  
Produced by ..... Alexander Esway  
Directed by ..... Marion Gering  
Photography by ..... Al Gilks  
Edited by ..... Arthur Hilton  
Trick Photography by ..... Ned Mann  
An Atlantic Film Production

WHO'S WHO

EDWARD G. ROBINSON

Edward G. Robinson, who stars as 'Dan Armstrong,' the American ballyhoo artist, in Atlantic Film production, "Thunder in the City," was born in Bucharest, Roumania. Brought to this country by his parents when a very young child. Educated at New York City public schools and at Columbia University, whence he graduated with an M. A. Amateur theatricals and vaudeville led him to



Cut or Mat TIC—2

LULI DESTE

Luli Deste, the new Continental star who as 'Lady Patricia,' makes her English-speaking-film debut opposite Edward G. Robinson in Atlantic Film production, "Thunder in the City," was born in Bavaria. She is the daughter of Baron and Baroness Bodenhausen. Married Baron Godfried Hohenberg, then divorced him in 1930. He was killed in an air crash last December.



Cut or Mat TIC—1

NIGEL BRUCE

Nigel Bruce, who appears jovially as the 'Duke of Glenavon,' with Edward G. Robinson, in Atlantic Film production, "Thunder in the City," was born in 1895 near San Diego, California, where his father, Sir Walter Bruce, had a touring company. Was educated at Abingdon. Left school just in time to serve in World War. Went on the stage in 1920 and appeared in



Cut or Mat TIC—3

CONSTANCE COLLIER

Constance Collier, who enacts the role of the "Duchess of Glenavon" in Atlantic Film production, "Thunder in the City," with Edward G. Robinson, is one of England's most famous actresses. Born in 1878 of theatrical parents, Miss Collier appeared in "The Silver King" while still a child, and has been on the stage ever since. After appearing under Sir Herbert Tree in a number of Shakespearean productions, she



Cut or Mat TIC—4

legitimate stage. Played in ten Theatre Guild productions, as well as other well known stage offerings. Has been a top-flight movie star since his sensational "Little Caesar." Has also appeared on screen in "The Whole Town's Talking," "Bullets or Ballots," "Silver Dollar," "Barbary Coast," and others. Is married to the former Gladys Lloyd. They have one child, a boy.

while flying to visit Miss Deste in Berlin. She studied dancing in Dresden, understudied Elizabeth Bergner, then talked her way into the leading role of a play. Appeared successfully on Vienna stage. Played the lead in "Storm in a Tea Cup," in its original German, in England. Made two foreign language pictures before being 'discovered' by Marion Gering, the director.

many successful plays in London, including "The Letter," "Lean Harvest" and others. Came to New York with "Lean Harvest," and remained to win favor in "Springtime for Henry." Travelling to Hollywood for the film version of the latter play, Bruce liked it there and stayed. He has recently played prominent parts in "The Charge of the Light Brigade" and "Under Two Flags."

came to America and toured. Her first film was "The Bohemian Girl," about 14 years ago. Played in "Hamlet" with John Barrymore in London in 1934, then returned to U. S. and appeared in "Dinner at Eight" and "Our Betters" on Broadway. Among the recent pictures in which Miss Collier has appeared are "Little Lord Fauntleroy," "Professional Soldier," and "Peter Ibbetson." Has also written for the stage.







· SURE-FIRE ·

# ADVERTISING

· ATTRACTIVE ·



**THE TERROR  
OF GANGDOM  
EXPLODES ALL  
EXCITEMENT  
RECORDS  
SKY-HIGH!**

When the overlord  
of the underworld  
smashes through  
society's upper  
crust...it's dramatic  
dynamite...that  
sweeps a blue-  
blooded beauty  
clean off her feet...  
and rocks you right  
back on your heels!



**THE STAGE'S TOP PLAYWRIGHT AND  
THE SCREEN'S TOP STAR GANG UP  
TO BRING DOWN THE  
HOUSE WITH CHEERS!**

Imagine famous Robert  
E. Sherwood, who thrilled  
the world with "Tovar-  
rich", "Idiot's Delight"  
(Pulitzer Prize winner),  
"Petrified Forest", "Re-  
union In Vienna" and  
"The Road To Rome"...  
now going to town to  
give "Little Caesar" the  
most excitement-packed  
role of his hit-filled career!

With celebrated  
Aben Kandel, au-  
thor of the current  
best-seller, "City  
For Conquest",  
adding more thrills  
for good measure!

**EDWARD G.  
ROBINSON**  
*THUNDER  
in the CITY*

LULI DESTE · NIGEL BRUCE · CONSTANCE COLLIER  
Directed by MARION GERING ·

I M P R I N T

Ad Cut or Mat TIC—34B—2 Col. 102L



PACKS A SOCK!  
**Edward G. ROBINSON**  
*THUNDER  
in the CITY*

Ad Cut or Mat TIC—24A—I Col. x 14L

## ★ ADVERTISING

The terror of gangdom explodes all excitement records sky-high!

"Little Caesar" stands a city on its ear to take a woman in his arms!

"Little Caesar" gives a blue-blooded beauty taste of red-blooded love!

At last! Here's Robinson in the type of role you've always wanted to see him play!

Lashing your emotions with the fury of a thunderbolt!



· **DRAMATIC** · **ADVERTISING** · **EXCITING** ·

**THE TERROR OF GANGDOM  
EXPLODES A BOMBSHELL OF THRILLS!**

"Little Caesar" crashes society . . . and a woman's heart . . . in a blast of nerve-shattering drama . . . and heart-stabbing romance . . . that blows all excitement records sky-high!

**EDWARD G. ROBINSON**

**THUNDER in the CITY**

**LULI DESTÉ**  
Nigel Bruce • Constance Collier  
Screen play by Robert Sherwood and Aben Kandel  
Directed by MARION GERING

Ad Cut or Mat TIC—27B—2 Col. x 110L

**EDWARD G. ROBINSON**

**THUNDER in the CITY**

Ad Cut or Mat TIC—22A—I Col. x 15L

**"LITTLE CAESAR" GIVES  
A BLUE-BLOODED  
BEAUTY A TASTE OF  
RED-BLOODED LOVE!**

**EDWARD G. ROBINSON**

goes to town in the kind of role you've always wanted to see him play! Blasting the screen with sensational scene after scene in the most excitement-crammed hit of his career!

**THUNDER in the CITY**

**LULI DESTÉ**  
NIGEL BRUCE  
CONSTANCE COLLIER  
Screen play by Robert Sherwood and Aben Kandel  
Directed by MARION GERING

PRINT

Mat TIC 31B—2 Col. x 157L

**CATCHLINES** ★

The desperate cry of ruined millions ringing in his ears! The tender whisper of one woman tearing at his heart!

"Little Caesar" packs his gat under a top hat to smash across the top hit of his career!

A world metropolis trembling on his every word . . . a woman's kiss trembling for his every kiss!

A dramatic thunderbolt strikes the screen!





· FAST PACED · **ADVERTISING** · AD DYNAMITE ·



Ad Cut or Mat TIC—15B—2 Col. x 85L



Ad Cut or Mat TIC—23A—I Col. x 30L



I M P R I N T

Ad Cut or Mat TIC—35A—I Col. x 119L

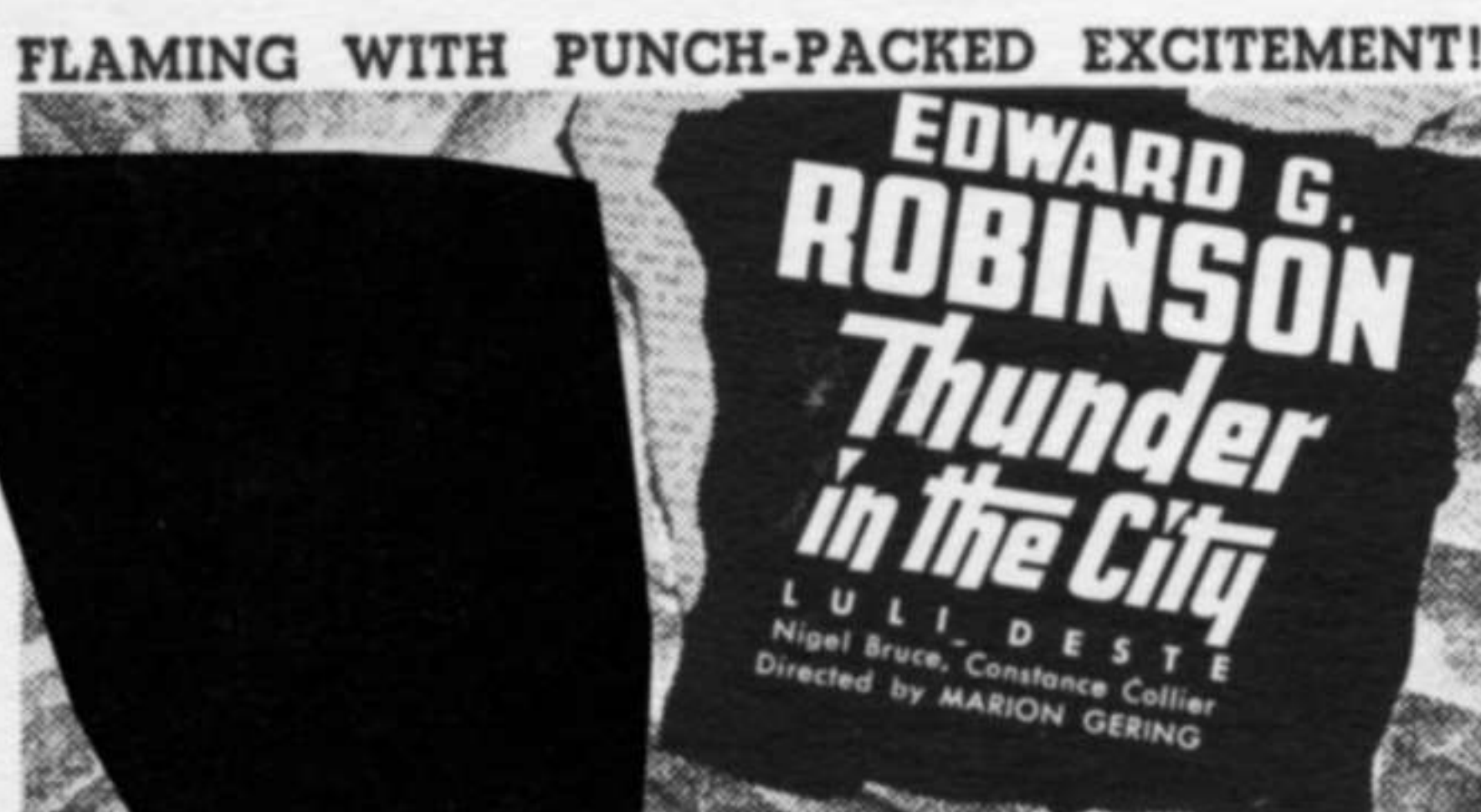


I M P R I N T

Ad Cut or Mat TIC—30A—I Col. x 78L



Ad Cut or Mat TIC—17B—2 Col. x 28L



Ad Cut or Mat TIC—16B—2 Col. x 30L



I M P R I N T

Ad Cut or Mat TIC—19A—I-Col. x 59L



# Robinson's Top Drama Role In "Thunder In The City"

(General Advance)

In what is said to be a new type of dramatic role for him, Edward G. Robinson comes to the Theatre, on ..... in Atlantic Film production, "Thunder in the City". Luli Deste, new Continental star, plays opposite him.

Written by Aben Kandel and Robert E. Sherwood, Pulitzer Prize playwright, "Thunder in the City" depicts the screen's famed 'Little Caesar' as a high-pressure American who involves the City of London in one of the most amazing tangles ever flaunted in Big Ben's face.

## NOBLES FLOCK TO FILMS; LULI DESTE NEW STAR

(Feature)

It appears as though nobody stands aloof of the movies anymore—not even the nobility.

More and more high-born and titled persons are joining the ranks of screen players. Sir Guy Standing was a prominent actor up to the moment of his death a short time ago. Elissa Landi is the daughter of a countess. Lady Peel, known to audiences as Beatrice Lillie, has signed a Hollywood contract. Count Tullio Carminati has long been a popular figure in films. The Earl of Warwick is about to launch a screen career as Michael Brooke. Dame May Whitty—"dame" is the female counterpart of "sir", which designates knighthood—has recently made her first Hollywood picture.

Now the screen has got itself a baroness. Luli Deste, the Continental star who makes her English-speaking-film debut opposite Edward G. Robinson in Atlantic Film production, "Thunder in the City", showing ..... Theatre, is the Baroness Hohenberg in private life.

The actress was born in Munich, the elder daughter of Baron and Baroness Bodenhausen. She married Baron Hohenberg, then divorced him in 1930. They remained close friends, however. Last December, while flying to Berlin to say goodbye to Miss Deste, who was about to leave for Hollywood, the Baron was killed in a crash.

At the opening of "Thunder in the City" in London, many blue-bloods were present. Among them were Violet, Duchess of Rutland; Lord and Lady Kennet; Lady Dawson of Penn; Lady Bridget Poulett, Lady Gloria Fisher, and Sir Henry Page-Croft.

While Miss Deste was engaged in filming the picture at Denham studios, near London, she was visited by Baron Franckenstein, Austrian minister in London, an old friend. Nigel Bruce, the well-known English actor who also appears in "Thunder in the City", matched Miss Deste's distinguished visitor with one of his own. Lady Oxford and Asquith, whose husband was one of England's most famous prime ministers, lunched with Bruce in the studio restaurant, and then watched interestedly as shooting on the film progressed.

The picture was directed by Marion Gering, Robert Sherwood, Pulitzer Prize playwright, and Aben Kandel wrote the screen play.

## Special Contract Lets Papa Robinson See Baby

Edward G. Robinson, the tough, two-fisted "Little Caesar" of screen fame, now appearing in "Thunder in the City" with Luli Deste at the ..... Theatre, has a special clause in his film contract stipulating that production must cease each day at 5:30 P. M. so that he can rush home to see his four-year old son before the child's bedtime. Mrs. Robinson is the former Gladys Lloyd, well known actress of several years ago.

## SHOWMAN



1-Col. Star Cut or Mat TIC—13A

EDWARD G. ROBINSON is seen in his most powerful role as the star of "Thunder In The City," showing ..... Theatre. He appears in the character of an American super-ballyhoo artist who tries his wares on the smug Britons. Luli Deste, Continental favorite, appears opposite him. Marion Gering directed the film from the screen play by Robert Sherwood and Aben Kandel.



## BARONESS



1-Col. Star Cut or Mat TIC—7A

LULI DESTE, continental screen favorite, makes her American debut opposite Edward G. Robinson in "Thunder In The City," which opens ..... at the ..... Theatre. Miss Deste, in private life, is the Baroness Hohenberg of Austria. She has just been placed under long-term contract by Columbia Pictures.



## NEW TEAM



1-Col. Scene Cut or Mat TIC—6A

LULI DESTE and EDWARD G. ROBINSON share the leading roles in "Thunder In The City," which opens ..... at the ..... Theatre. The film is a powerful drama with an abundance of comedy-satire. Robert Sherwood and Aben Kandel collaborated on the script under the direction of Marion Gering.

# "Thunder," From Pulitzer Prize Pen, Termed "Adult"

(Feature)

Ever so often, the screen goes off on a spree, and turns up with a picture that many persons are pleased to term "adult". This, according to the well-known English actor, Nigel Bruce, is generally due more to the writing than anything else.

Bruce is featured in support of Edward G. Robinson in Atlantic Film production, "Thunder in the City",

showing ..... at the ..... Theatre, which has been called by critics a picture more "grown-up" than most.

"One look at this film," said the actor, who has been featured in many Hollywood productions, "should convince you that it does not offer a tailor-made story. This is very apparently the result of inspiration, one of those exciting ideas that writers give birth to when the planets are right. And, further, it was carried out by two American writers who have solid reputations for being artists."

He referred to Robert Sherwood, Pulitzer Prize playwright, who wrote "Idiot's Delight", "The Petrified Forest", "Reunion in Vienna" and other famous plays, and Aben Kandel, author of "City for Conquest". These two writers were responsible for the screen play of "Thunder in the City."

The theme of the film is satirical, similar in mood to "The Ghost Goes West", the well-received picture of two years ago which also felt Sherwood's pen. "The Scoundrel" was another comedy-satire that thinking people warmly drew to their bosom. So were "Mr. Deeds Goes to Town" and "My Man Godfrey". They, too, had significant overtones.

"Thunder in the City" pokes fun at an American "go-getter", super-salesman and exploiter, who, informed that his extravagant selling methods have gone out with the horse-car, takes a trip to England to learn dignity in business. The English, he is told, have been getting on very nicely without all the pomp and circumstance that Dan Armstrong, the go-getter, has been employing.

No sooner does Dan arrive in England than he falls in love with Lady Patricia, daughter of the Duke and Duchess of Glenavon, and, in an effort to show her his real worth, inaugurates the most sensational sales promotion campaign Britain has ever seen. He goes the whole hog, and, shortly, has Merrie England in an uproar. What happens to the high-pressure American when he tries to "take over" a conservative Englishman in a huge business deal, provides the film with much of its excitement.

Besides Edward G. Robinson and Nigel Bruce, the cast of "Thunder in the City" includes Luli Deste, new Continental star, Constance Collier, and Ralph Richardson. Marion Gering directed.

## "LITTLE CAESAR" BACK ON SCREEN

(Catchline Reader)

"Little Caesar" gives a blue-blooded beauty a taste of red-blooded love in "Thunder In The City," opening ..... at the ..... Theatre.

Here at last is Edward G. Robinson in the kind of role his fans have always wanted to see him play—a role that unleashes the full fury of Robinson's power to set our blood pounding—to lash our emotions with the full power of a thunderbolt!

A world metropolis trembled on his every word... a woman's lips trembled for his every kiss! Here is the most powerful role for the man who made screen history with "Smart Money," "Little Caesar," "The Silver Dollar" and "Bullets or Ballots."

Appearing opposite Robinson is Europe's most glamorous star, Luli Deste, who makes her American debut in "Thunder In The City." Marion Gering directed the film from the screen play by Robert Sherwood, Pulitzer Prize winner, and Aben Kandel, famous author.

## ROBINSON GOES TO LONDON FOR CHANGE IN ROLE

(Feature)

With just a slight strain, one might say that the aphorism "a prophet is not without honor, save in his own country and his own house" applies to the screen career of Edward G. Robinson. It was apparently necessary for the actor to go to England to make a picture that would not depict him as a hardboiled character.

Ever since the sensational success of "Little Caesar" in 1930, shortly after the screen had found its voice, Robinson has been cast in pictures that called for at least one revolver; more often than not, you could find a machine gun somewhere among the footage. A man can get tired of guns.

There was "Smart Money", "Five Star Final", "Silver Dollar", "The Whole Town's Talking", "Barbary Coast", and "Bullets or Ballots", to name a few. They were all good pictures. Robinson doubtless had a good time making them. But before he entered the movies, Eddie was a prominent and versatile stage actor. He began to yearn for something other than gun-toting roles.

Hollywood was dubious about acceding to Robinson's request for variety. The nearest Eddie came to it was when he cast him in a dual role in "The Whole Town's Talking". For half a picture, at least, Robinson was a meek office clerk who cowered at the sight of a gun.

Hence, when Alexander Esway cabled to Robinson from London that he wanted the actor for the stellar role in Columbia's Atlantic Film production, "Thunder in the City", showing ..... at the ..... Theatre, Eddie consented. He'd make a gunless story even if he had to cross the ocean to do it.

Robinson's first English picture is said to have other virtues besides being free from firearms. It gives Eddie an opportunity to play high comedy, something he has always wanted to do. Robert Sherwood and Aben Kandel, two superior American authors, wrote the screen play.

Included in Robinson's supporting cast are Luli Deste, new Continental star, Nigel Bruce, Constance Collier, and Ralph Richardson. Marion Gering directed.

## "Thunder In The City" Opens Friday at State

"Thunder in the City", starring Edward G. Robinson with the new Continental screen favorite, Luli Deste, playing opposite him, will open locally at the ..... Theatre

The screen play was written by Robert Sherwood, Pulitzer Prize-winning playwright, and Aben Kandel, author of "City For Conquest". It's an exciting comedy-satire dealing with an American super-showman who teaches the English a trick or two in high-pressure salesmanship and highpowered romance. Seen in the supporting cast are Nigel Bruce, Constance Collier and Ralph Richardson. Marion Gering directed.



# POSTERS

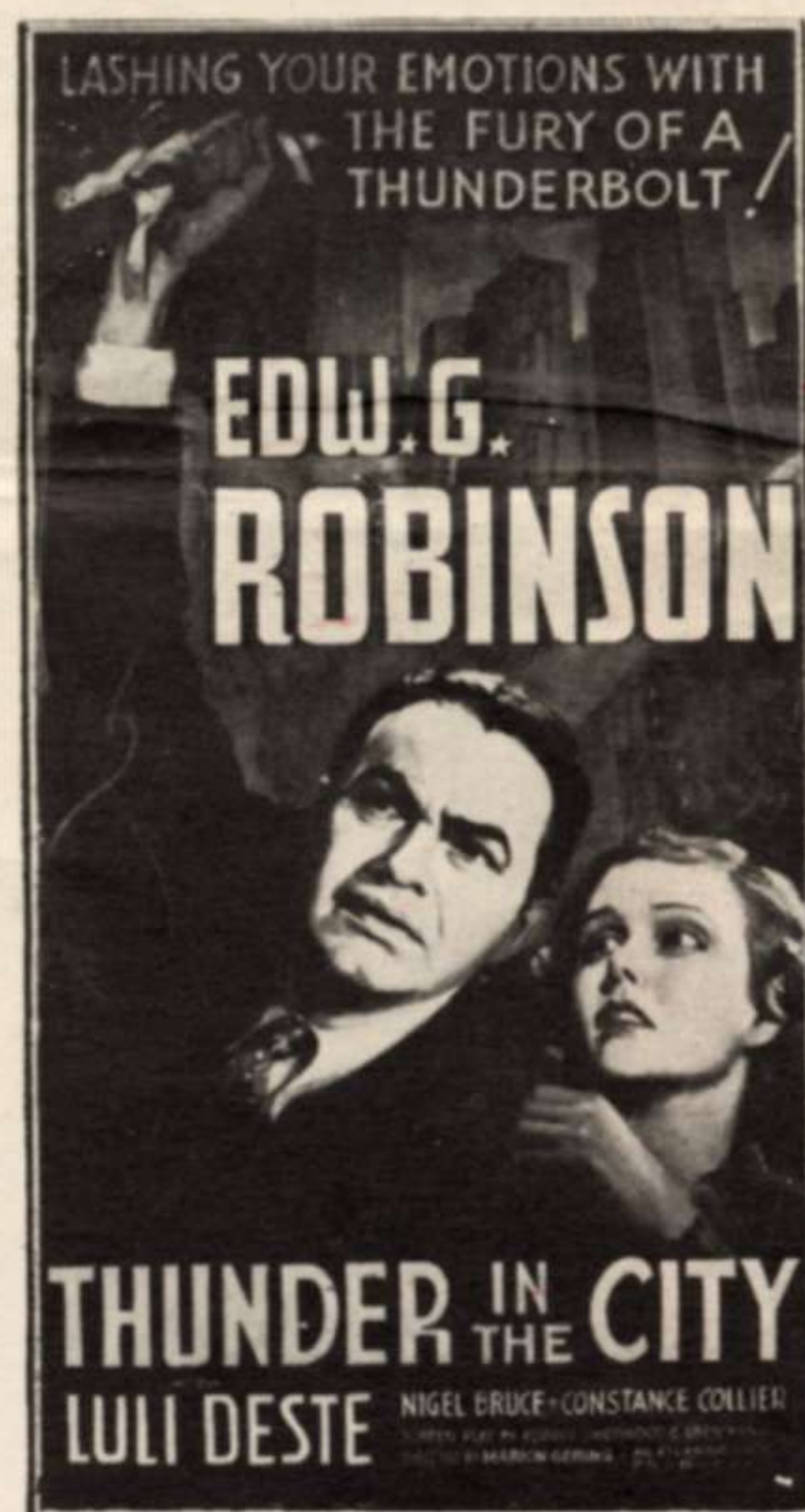


22 x 28

EIGHT 11 x 14's



ONE SHEET



THREE SHEET



40" x 60" Display



Overhead Banner: 24" x 60"

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