

IT'S CHAN'S NEWEST MYSTERY!

Credits

Produced by
PHILIP N. KRASNE & JAMES S. BURKETT

Directed by
PHIL ROSEN

Original Story and Screenplay by
GEORGE CALLAHAN

(Suggested by Earl Derr Biggers
Character)

Photography by
IRA MORGAN, A. S. C.

Sound Recording by
TOM LAMBERT

Film Edited by
FRED ALLEN

Music by
EDWARD KAY

The Story

(Not for Publication)

Six months after Tom Manning has been murdered in Metropolis, Charlie Chan (Sidney Toler) goes on the case at the persuasion of Manning's step-daughter, Leah (Joan Woodbury), who is in love with Harvey Dennis (Weldon Heyburn), another detective, demoted because he was unable to solve the case. Chan can devote only 48 hours to the case, as he is on leave from government business. Chan's son, Tommy (Benson Fong), in the city on a visit, assists his father. They engage the cab driven by Birmingham (Mantan Moreland) for use on the case.

Chan receives a call from Kurt offering information, but when Chan arrives he finds Kurt murdered. He learns, however, that Deacon, former partner of Manning, is involved in the case. Ferreting out the different clues, Chan is led to a deserted funhouse on the amusement pier, where he discovers that the gang is involved in smuggling jewels into the States from Europe.

On the last evening of his stay, Chan leaves a message for Leah that he is going to the funhouse with Tommy. There Chan finds the Deacon, who has been murdered; and also encounters Catlen, Salos and a twin brother to the murdered Kurt, Carl. Meantime Chan has found a huge uncut diamond in a cat ornament on Manning's desk and Catlen, learning of this, grabs Chan and Tommy, tries to force them into telling where the gem is. Through the inadvertent assistance of Birmingham, they break loose shortly afterward.

Leah notifies the police when Chan fails to return, and all rush to the funhouse, where they find that Chan has apprehended the criminals and solved the crime—Manning was murdered by the Deacon because he double-crossed the gang. Kurt and the Deacon were murdered by Catlen, head of the group, because they tried to reveal that the band was involved in jewel smuggling.

The Cast

Charlie Chan.....SIDNEY TOLER
Tommy Chan.....BENSON FONG
Birmingham.....MANTAN MORELAND
Leah Manning.....JOAN WOODBURY
Harvey Dennis.....WELDON HEYBURN
Recknick.....IAN KEITH
Tom Manning.....SAM FLINT
Deacon.....CY KENDALL
Catlen.....ANTHONY WARDE
Salos.....DEWEY ROBINSON
Carl and Kurt.....JOHN DAVIDSON
Mrs. Manning.....BETTY BLYTHE



SIDNEY
TOLER

CHARLIE CHAN
in
"THE CHINESE CAT"



MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH

Produced by PHILIP N. KRASNE
and JAMES S. BURKETT
Directed by PHIL ROSEN

Original Screenplay by
GEORGE CALLAHAN
★ Suggested by Earl Derr
Biggers' Character



A MONOGRAM PICTURE

★ PUBLICITY ★

"Chinese Cat" Excellent Charlie Chan Murder Film

(Review)

A thoroughly entertaining murder mystery, with the clever Charlie Chan combining comedy and keen deduction, was revealed at the theatre last night, with the opening performance of the new Monogram film, "The Chinese Cat." The picture, second in a new series, calls for high rating in the field of comedy-drama.

Sidney Toler is starred in his familiar role of the crafty Chinese detective, which in past years he has made one of the screen's most popular characters. The wily Chan is the center of the action throughout the story. Joan Woodbury is charming in the leading feminine role, and Mantan Moreland contributes delightful comedy passages as a colored taxicab driver. Benson Fong, a Chinese youth, is the detective's Number Three Son, and the cast also includes Ian Keith, Weldon Heyburn, Cy Kendall, Dewey Robinson, Sam Flint, John Davidson and Anthony Ward.

The scene of the story is an abandoned amusement resort in

an unnamed city, and the action finds Chan engaged in ferreting out the perpetrator of a murder committed some time before. More murders are committed as the detective draws nearer to his quarry, but the complicated case is finally solved in a surprising climax.

Direction of "The Chinese Cat" has been skillfully handled by Phil Rosen, and the staging of the film by Producers Philip N. Krasne and James S. Burkett leaves nothing to be desired. The original screenplay by George Callahan, based on the famous character created by Earl Derr Biggers, is ingenious and interesting, and Ira Morgan's photography is excellent.

TROUPER

Ian Keith first appeared on the stage at Boston's famous Castle Square theatre, and later became one of the country's outstanding Shakespearean actors, appearing in "As You Like It," "Hamlet," "King Richard the Second," "Othello" and other plays by the Immortal Bard. Keith will be seen on the screen of the theatre on in "The Chinese Cat," Monogram's thrilling Charlie Chan picture which stars Sidney Toler as the Chinese detective.

VICTORY

Tennis, golf and gardening—in that order—have for years been the principal hobbies of Sidney Toler, who comes to the theatre on as the star of the Monogram Charlie Chan murder mystery, "The Chinese Cat."

But war and rationing have brought about a change in the Toler diversions, and gardening now heads the list, with the result that the wily Oriental sleuth has one of the finest victory plots in Hollywood.

"THE CHINESE CAT" HOLDS IMPORTANT CLUE



L to r: Benson Fong, Sidney Toler and Luke Chan in a scene from the Monogram mystery thriller, "The Chinese Cat," in which Toler, as Charlie Chan, discovers an important clue concealed inside a cat ornament. The film is current at the theatre. Two Column Scene Mat No. 27

Chinese Actor in Chan Film Is Two-Hemisphere Student

Benson Fong, more properly known in Chinese nomenclature as Fong Yung, was born in Sacramento, California, but completed his education at Lingnan University in Canton, China. He spent five years in the country of his ancestors after graduating from high school in the California city.

Fong comes to the theatre on as the "Number Three Son" of Charlie Chan in "The Chinese Cat," the Monogram murder mystery which stars Sidney Toler as the crafty Oriental detective.

While attending the university, Fong distinguished himself as a performer on guitar and banjo, playing not only in the school orchestra but also in Canton's leading jazz bands—organizations which manifestly specialized in American tunes. He also took an outside course in Chinese opera in Hong-kong, and appeared as an amateur in numerous productions in the two

cities. Another activity of the ambitious Fong found him singing tenor in a "Hawaiian" quartette broadcasting over Canton's radio station CMB.

Joan Woodbury plays the leading feminine role in "The Chinese Cat," and the cast supporting Toler also includes Mantan Moreland, Ian Keith, Weldon Heyburn, Cy Kendall, Anthony Warde and Dewey Robinson. Phil Rosen directed for Krasne-Burkett Productions, and the original screenplay, based on the famous character created by Earl Derr Biggers, was written by George Callahan.

CHAN & NO. 3 SON



Sidney Toler appears as Charlie Chan, amazing Oriental sleuth, in the thrilling Monogram picture, "The Chinese Cat," current at the theatre.

One Col. Scene Mat No. 1

CUTTER

Benson Fong, young Chinese actor, is an accomplished wood carver and caricaturist, and owns one of Hollywood's finest collections of graven likenesses of prominent screen and political personages. Fong comes to the theatre on in "The Chinese Cat," the Monogram detective mystery starring Sidney Toler as Charlie Chan, heading a cast which also includes Mantan Moreland, Ian Keith and Weldon Heyburn.

MATINEE IDOL

Sidney Toler, star of Monogram's newest Charlie Chan mystery thriller, "The Chinese Cat," opening at the theatre on, has been in theatricals for more than 35 years. Under the management of the immortal David Belasco for 14 years, Toler was for a long time one of the most popular players on the New York stage.

Charlie Chan On Local Screen

(Advance)

Charlie Chan, famous Chinese detective, solves a murder mystery in his latest Monogram picture, "The Chinese Cat," which opens an engagement at the theatre on.

Sidney Toler is starred in his familiar role of the Oriental sleuth, which in the past few years he has made one of the screen's most popular characterizations. Joan Woodbury plays the leading feminine role, and Benson Fong, Chinese actor, is seen as the wily Chan's Number Three Son. Colored Mantan Moreland brings his pop-eyed comedy to the proceedings, and other members of the cast are Ian Keith, Weldon Heyburn, Cy Kendall, John Davidson, Anthony Warde, Dewey Robinson and Sam Flint.

As the detective pursues his investigations, other murders are committed, and the story ends in a surprising climax. Much of the action takes place in an abandoned amusement park.

"The Chinese Cat" was directed by Phil Rosen, and produced by Philip N. Krasne and James S. Burkett. The original screenplay was written by George Callahan, and based on the character created by Earl Derr Biggers.

VERTICAL

In his first motion picture, "Spirit of Youth," negro comedian Mantan Moreland did something which many other men have unsuccessfully tried to accomplish—he took part in a boxing bout with Joe Louis, star of the all-negro film, and was still in an upright position at the conclusion of the fracas. However, as the old saying goes, the scenario writers had planned it that way. Moreland comes to the theatre on in "The Chinese Cat," the Monogram murder mystery which stars Sidney Toler as Charlie Chan.

Joan Woodbury plays the leading feminine role in this lively comedy-drama, and the cast also includes Mantan Moreland, Ian Keith and Weldon Heyburn. Phil Rosen directed.

Charlie Chan Film Stars Toler as Chinese Sleuth

(Review)

Sidney Toler and Charlie Chan, in the person of one wily Chinese detective, came to the screen of the theatre last night, and the result was a film which proved to be at the same time absorbingly interesting and vastly amusing. "The Chinese Cat," produced by Monogram as the second of its new series, was the picture, starring Toler in the characterization in which he has long been popular.

The story loses little time in placing Chan at the task of unraveling a baffling murder mystery, and he immediately becomes the center of an exciting series of events. Other murders follow, and there are tense situations as the plot proceeds to its climax. The deductions of the quick-witted detective become a matter of unusual interest.

The tragic aspects of the story, however, are relieved by the hilarious personality of the colored comedian, Mantan Moreland. Joan Woodbury is seen in the principal feminine role, and others who contribute to the success of the film are Benson Fong, Weldon Heyburn, Ian Keith, Cy Kendall, Anthony Warde, Dewey Robinson, John Davidson and Sam Flint.

Phil Rosen achieved fine results as the director of "The Chinese Cat," and a substantial production was contributed by Philip N. Krasne and James S. Burkett. Ira Morgan was in charge of photography, and the original screenplay by George Callahan was based on the original character created by Earl Derr Biggers.

TRAPPED LOVERS



Weldon Heyburn and Joan Woodbury as they appear in the Monogram mystery drama, "The Chinese Cat," in which Sidney Toler stars as Charlie Chan. The exciting film opens at the theatre.

One Col. Scene Mat No. 4



PUBLICITY



Sidney Toler Is "Typed"

To Sidney Toler has come the realization that it is possible for a screen actor to do his job too well. He has become "typed" in Hollywood—and he did it to himself.

In the minds of theatregoers, Toler and Charlie Chan have become synonymous, and the composite character has come to be regarded only as a wily Chinese detective, without regard to any other personality.

"Not long ago," said Toler recently, "I had a most disturbing nightmare. I dreamt that I was playing 'Othello,' and I was rolling out the sonorous Shakespearean passages with what I thought was fine effect. Finally a man in the third row, right on the aisle, suddenly sprang to his feet and gave vent to a furious snort. 'You can't fool me!' he shouted. 'You're Charlie Chan!'"

Toler will again be seen as Chan in "The Chinese Cat," second in his new series for Monogram, when the picture opens at the theatre. The cast supporting the star includes Joan Woodbury, Mantan Moreland, Benson Fong, Ian Keith and Weldon Heyburn.

CHARLIE CHAN



Sidney Toler stars in the role of Charlie Chan, and Benson Fong appears as his son and principal assistant, in the exciting Monogram film, "The Chinese Cat," which starts at the theatre.

One Col. Scene Mat No. 2

Girl's Natural Skill as Actress Brought Film Hoax

The most effective bit of acting in the career of Joan Woodbury was done before she had ever drawn a cent of salary as an actress. It was a single "performance" as an amateur that made her a professional.

Miss Woodbury comes to the theatre on in the leading feminine role of

"The Chinese Cat," the Monogram detective mystery which stars Sidney Toler in his familiar characterization of the Oriental sleuth, Charlie Chan.

Joan had played an engagement as a "Spanish" dancer at Agua Caliente, a resort three miles inside the Mexican border, but was entirely without acting experience when she decided a few years ago that she would seek a career in motion pictures. Learning that producer Harry Sherman was looking for a Latin-type actress to play the leading feminine role in a Hopalong Cassidy picture, "The Eagle's Brood," she mailed in a photograph of herself, but was promptly turned down because she was "not the type."

It was then that Miss Woodbury determined to resort to trick and device. She could speak Spanish, and so she proceeded to make herself up as a Mexican girl. Then she dressed her mother in a long black dress, with a shawl over her head, and together the pair called at Sherman's studio office. Joan introduced herself as Nina Martinez, and at the conclusion of the

interview was engaged for the part. Sherman signed an interpreter and a diction coach to work with her throughout the filming of the picture, and did not know until months afterward that the "Mexican" girl was really Joan Woodbury. But she had already proven that she was a natural-born actress, and had perpetrated what afterward became known as Hollywood's most famous hoax.

Sidney Toler's supporting cast in "The Chinese Cat" also includes Mantan Moreland, Ian Keith, Benson Fong and Weldon Heyburn. Phil Rosen directed for Krasne Burkett Productions, and George Callahan's original screenplay was based on the character created by Earl Derr Biggers.

SWEETHEART

Joan Woodbury has been designated "Sweetheart of the Ship" of a Coast Guard sub-chaser on which her actor husband, Henry Wilcoxon, is second in command, and constantly looks after the comfort and entertainment of every member of the crew. Miss Woodbury comes to the theatre on in the leading feminine role of "The Chinese Cat," the Monogram murder mystery starring Sidney Toler as the Oriental detective, Charlie Chan.

DANCER

Joan Woodbury made her debut as a solo dancer at the famous resort of Agua Caliente, 150 miles south of Hollywood and three miles across the Mexican border, which was formerly the weekend rendezvous of countless Hollywood stars. Miss Woodbury will be seen on the screen of the theatre on in the principal feminine role of "The Chinese Cat," the Monogram detective mystery starring Sidney Toler as Charlie Chan.

Negro Comic Aids Charlie Chan

A negro comedian whose popularity is spreading rapidly is Mantan Moreland, who will be seen on the screen of the theatre on in "The Chinese Cat," the Monogram murder mystery which stars Sidney Toler as the crafty Chinese detective, Charlie Chan.

Several years ago, before he entered motion pictures, Moreland achieved popularity on the New York stage as a song and dance artist, playing featured roles in "Blackbirds of 1928," "Singing the Blues," "Shuffle Along" and other similar revues. He first appeared in a film when he went to Hollywood in 1938, to play one of the principal parts in "Spirit of Youth," the all-negro picture which starred champion Joe Louis.

Moreland is regarded in the industry as a past master in the art of depicting pop-eyed terror, and the ability adds greatly to the hilarious fun of his characterizations. His recent pictures include "Melody Parade," "Charlie Chan in the Secret Service" and "Sarong Girl."

Others of Sidney Toler's supporting cast in "The Chinese Cat" are Joan Woodbury in the principal feminine role, Benson Fong, Ian Keith, Weldon Heyburn, Cy Kendall, Sam Flint, Dewey Robinson and John Davidson. Phil Rosen directed, and the picture was produced by Philip N. Krasne and James S. Burkett.

Long Stage Service Made Actor "Doctor," Playwright

Sidney Toler's long stage career has paid well in dividends. The actor appeared in the theatre for 25 years before he finally transferred his allegiance to motion pictures, and his intense interest in his profession brought him a knowledge of dramatic construction which he turned to good account as a playwright and "play doctor."

Toler comes to the screen of the theatre on starred as the famous Chinese detective, Charlie Chan, in the Monogram murder mystery, "The Chinese Cat."

Though Toler was at one period under contract to David Belasco for 14 years, and became one of the favorite actors of New York's Broadway, he spent many seasons with various stock companies, not only as actor but also as director. This, says Toler, is the branch of the theatrical profession which is most valuable to the student of the drama.

"At one time," says Toler, "I was leading man and assistant stage director of a stock company in Halifax, Nova Scotia, and during that entire period we put on a new play every Monday. It is such service that teaches a man just how a play should be put together."

Subsequently Toler wrote seven plays which achieved Broadway success, including the Helen Hays starring vehicle, "Golden Days." Many of his plays are marketed by a company catering to "little" theatre, college, school and church groups. For many years he was known as one of New York's most expert "play doctors," re-writing

ATHLETE

Anthony Warde was an outstanding athlete at Marquette University ten years ago, rowing at stroke on the crew and also winning his "letter" in track, swimming, hockey and boxing. Warde will be seen on the screen of the on in "The Chinese Cat," the Monogram picture which stars Sidney Toler in the familiar character of Charlie Chan, Chinese detective.

WORKER

Burly Dewey Robinson, prominent screen villain, is one of the many motion picture actors who spend all available spare time working in war plants, and puts in four hours each night at the North American airplane factory near Hollywood. Robinson comes to the theatre on in "The Chinese Cat," Monogram's Charlie Chan detective story starring Sidney Toler.

HAUNTED FUNHOUSE



Mantan Moreland and Sidney Toler in a scene from the thrilling Monogram picture, "The Chinese Cat," current at the theatre, in which Toler stars in his famous role of Charlie Chan.

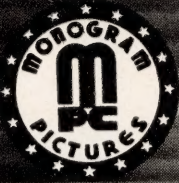
One Col. Scene Mat No. 3

MURDER IN A DESERTED FUNHOUSE



L to r: Mantan Moreland, Benson Fong and Sidney Toler are shown in a scene from Monogram's "The Chinese Cat," in which Toler stars as Charlie Chan, current at the Theatre.

Two Column Scene Mat No. 26



ADVERT

MURDER IN A DESERTED FUN HOUSE!

* Jewel Smugglers
Give Charlie Chan His
Strangest Case Which
Takes Him From
Palatial Homes to
Deserted Fun House!



Monogram Pictures presents
SIDNEY TOLER as
CHARLIE CHAN
"THE CHINESE CAT"

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**

Produced by PHILIP N. KRASNE and JAMES S. BURKETT
Directed by PHIL ROSEN
Original Screenplay by GEORGE CALLAHAN
Suggested by Earl Derr Biggers' Character

Two Column Ad Mat No. 22



"MUST CONFESS,
HONORABLE SON...
THIS IS MY MOST
BAFFLING CASE!"

SIDNEY TOLER
CHARLIE CHAN
"THE CHINESE CAT"

One Col. Ad Mat No. 15

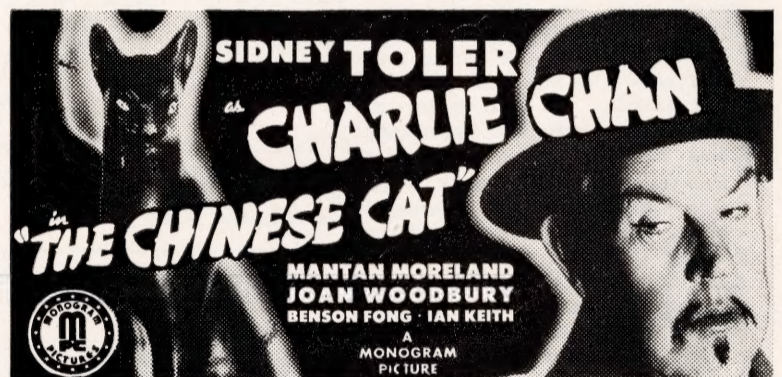
IT'S A DIFFERENT THRILL!
Murders reflected in
the warped mirrors of
a deserted Fun House!



SIDNEY TOLER
CHARLIE CHAN
"THE CHINESE CAT"

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**
A MONOGRAM PICTURE

One Col. Ad Mat No. 14



SIDNEY TOLER
CHARLIE CHAN
"THE CHINESE CAT"

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**
A MONOGRAM PICTURE

Two Column Ad Mat No. 24



Monogram Pictures presents
SIDNEY TOLER
CHARLIE CHAN
"THE CHINESE CAT"

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**

Two Column Ad Mat No. 25

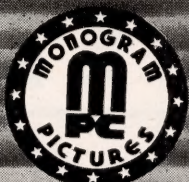


Monogram Pictures presents
SIDNEY TOLER
CHARLIE CHAN
"THE CHINESE CAT"

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**

One Col. Ad Mat No. 18

T/SING



**A DESERTED FUN HOUSE
... WHAT A PLACE FOR
MURDERS!**



* What was the Secret
This Strange Cat Held?
It's Chan's Most Baf-
fling Mystery Thrill!

**SIDNEY
TOLER**

**CHARLIE
CHAN**
in
"THE CHINESE CAT"

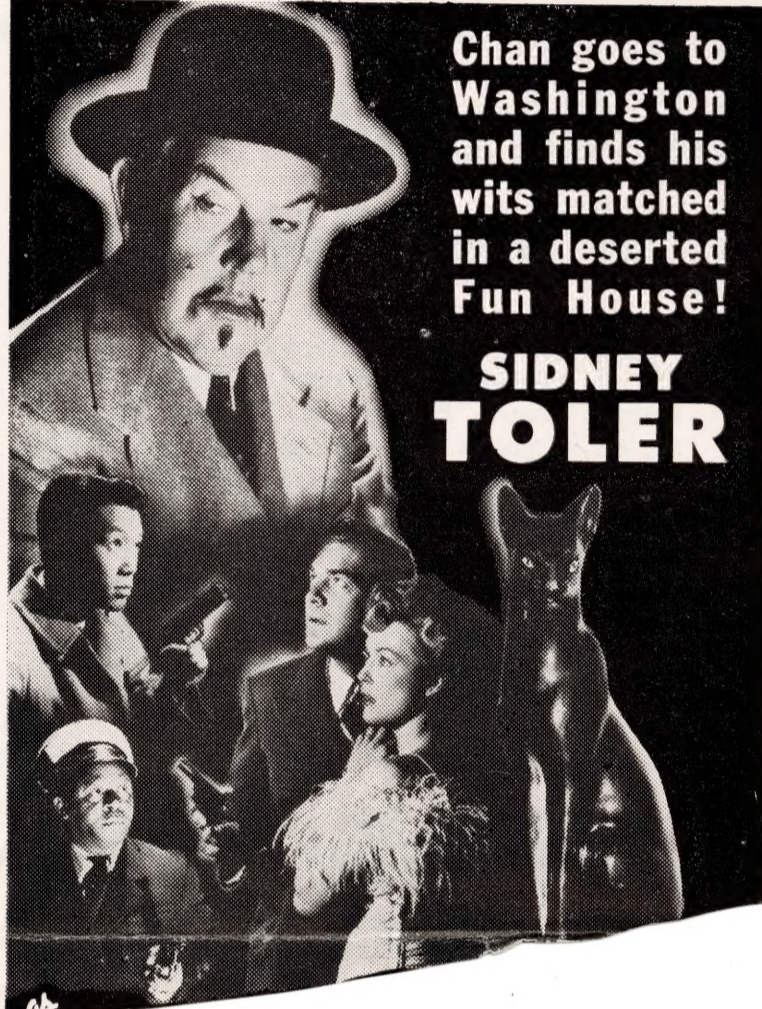
A MONOGRAM
PICTURE

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**



One Col. Ad Mat No. 16

IT'S CHAN'S NEWEST MYSTERY!



Chan goes to
Washington
and finds his
wits matched
in a deserted
Fun House!

**SIDNEY
TOLER**

"THE CHINESE CAT"

A MONOGRAM
PICTURE



**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**

Produced by PHILIP N. KRASNE and JAMES S. BURKETT
Original Screenplay by GEORGE CALLAHAN
Directed by PHIL ROSEN
Suggested by Earl Derr Biggers' Character

Two Column Ad Mat No. 23

CHAN GOES TO WASHINGTON...



on Business...
until He Meets
the Chinese Cat

Monogram Pictures presents

SIDNEY TOLER

CHARLIE CHAN
in
"THE CHINESE CAT"

**MANTAN MORELAND
JOAN WOODBURY
BENSON FONG · IAN KEITH**



One Col. Ad Mat No. 17



**"MUST CONFESS,
HONORABLE SON..**

**THIS IS MY MOST
BAFFLING CASE!"**

Monogram Pictures presents

**SIDNEY
TOLER**

CHARLIE CHAN
in
"THE CHINESE CAT"



Two Column Ad Mat No. 21

★ EXPLOITATION ★

'CHINESE CAT' EXCITING CHAN
 ... Hollywood Reporter

Sensational Free Mat Offer!

This two column drawing, similar to the smash newspaper features, "Strange As It Seems" and "Believe It Or Not Ripley" series is yours for the asking! Just show the proof (right) to your newspaper editor. Any live-wire newspaper man will see the possibilities in the use of it. To add to the stunt, have the printer set up your heading, such as "BLANK THEATRE HI-LITES" or "BLANK THEATRE MOVIE NEWS," or "FLICKER FANCY BY THE BLANK THEATRE."

Send for your MAT now! IT'S FREE!
 Order from MONOGRAM EXPLOITATION DEPARTMENT, HOLLYWOOD, 27, CALIFORNIA. If time doesn't permit, clip the this Pressbook and make an

Write, or 'Phone Now!



SIDNEY TOLER

FILMDOM'S FAMOUS "CHARLIE CHAN," STARRING IN MONOGRAM'S "THE CHINESE CAT" WAS ACTUALLY A MEMBER OF THE U.S. SECRET SERVICE DURING WORLD WAR I.

Mat Ex. 200



Catchlines:

Crime plays a lethal game of chess... with human lives for pawns!

Chan against the gloved hand of horror!

Murder is Chan's business... and business is good!

Murder reflected in the mirrors of a fun house!

MANTAN SELLS TICKETS!

Mantan Moreland, noted Negro comedian, has a featured role as Charlie Chan's chauffeur in "The Chinese Cat." Plant scene mats in your nearby Negro newspapers. If your situation demands it, hold a special showing.

TRAILER A HIT... EVEN BIGGER IF YOU SHOWMANIZE IT!

National Screen Service has produced an exceptionally action-jammed preview trailer on Charlie Chan in "The Chinese Cat." Be sure and spot it in the best possible location in your program. When the trailer hits the screen, flash the stage lights off and on. If feasible project the trailer thru a green gelatin.

"CAT" LOBBY DISPLAY!

Finding a plaster cat in a second-hand store should be a cinch. Swap the store-owner a couple of passes for the use of such a cat and make an impressive patron-stopping lobby set-up. Place it in a dark corner and spotlight it. Copy should tie in the title and one of the catchlines. Sample...

WHAT WAS THE SECRET
THIS CHINESE CAT HELD... ????

CHARLIE CHAN SOLVES
THE MYSTERY... ETC... ETC.

★ EXPLOITATION ★

TOP-NOTCH WHODUNIT FARE ... Daily Variety

WARPED MIRRORS ATTENTION GETTERS!

Everyone is acquainted with the unusual curved mirrors which are a part of all amusement centers. Promote one or two from your nearby amusement parks and plant them in your lobby in advance. Plaster them with copy on the picture, such as . . .

SEE MURDERS REFLECTED
IN THE WARPED MIRRORS
OF A DESERTED FUN HOUSE!

SIDNEY TOLER
AS CHARLIE CHAN IN
"THE CHINESE CAT"
STARTS SUNDAY!

If the fun-house mirrors are not available, letter the copy on all your theatre mirrors. Of course, when picture plays, move the displays to the front.



RADIO SPOTS!

50 WORDS:

Sound: Cat Meowing and Whining; Fade and Out Under.

ANNCR: It's the mystery of "The Chinese Cat"! If you're in the mood for thrills as only Charlie Chan can give you, then by all means see "Charlie Chan in The Chinese Cat," starring Sidney Toler. It's a mystery that takes you to palatial homes and a deserted fun house. See it at the Blank Theatre!

25 WORDS:

ANNCR: Murders are reflected in a warped mirror of a deserted fun house . . . That's the locale of the latest Monogram mystery thriller starring Sidney Toler, 'Charlie Chan in The Chinese Cat.' Blank Theatre now!

ONE SENTENCE SPOTS:

Murder in the fun house . . . "Charlie Chan in The Chinese Cat." Blank now!



Warped fun house mirrors reflect murders in "Charlie Chan in The Chinese Cat." Blank now!



See the new Chan mystery . . . "Charlie Chan in The Chinese Cat." Blank now!

"CHAN SAYS" CONTEST!

Here's a nifty contest that may be run in newspapers, thru lobby announcements, over the radio or by handbills. Offer guest tickets for best sayings in this vein . . .

CHARLIE CHAN SAYS:

"People who have half an hour to spend usually spend it with someone who hasn't!"

* * *

"People who criticize others shouldn't!"

* * *

"People who speak little say much!"

Run the winning sayings in boxes on amusement pages or scattered in newspapers. Inexpensive idea will pay off at the boxoffice!



RADIO WRITING CONTEST!

Offer guest tickets to the best radio spot announcement writers! Limit contestants' wordage to fifty words and start the contest via your radio station a couple of weeks in advance. Give the prospective writers samples and details over the air, thru newspaper or lobby displays. All entries become the property of your theatre.



ENDORSED BY THE MYSTERY CLUB!

Your campaign will take on added authenticity with the use of these MYSTERY CLUB splashes. Plant it on all your lobby displays; build your handbill copy around it; make marquee hangers. Any way you utilize the blurb will bring extra biz!



Mat. Ex. 100

Order mats from MONOGRAM EXPLOITATION DEPARTMENT, 4376 SUNSET DRIVE, HOLLYWOOD 27, CALIFORNIA.



National Screen Accessories Smart Box-Office Hypos!

Eye-catching silk screen process posters can be ordered at reasonable rentals to assure you an attractive lobby at very low cost. 30x40's and 40x60's and other attractive extras have been prepared by National Screen Accessories. Order directly from their branches in all key cities. "Mystery Club" endorsements will go well with these displays.

Eye-Catching Posters and Lobbies



ONE SHEET



SIX SHEET



THREE SHEET

INSERT CARD AND SET OF EIGHT
FULL - COLORED 11x14's ALSO
AVAILABLE AT THE EXCHANGES

37 Monogram Exchanges to serve you

ALBANY, NEW YORK
ATLANTA, GEORGIA
BOSTON, MASSACHUSETTS
BUFFALO, NEW YORK
CINCINNATI, OHIO
CHARLOTTE, N. CAROLINA
CHICAGO, ILLINOIS
CLEVELAND, OHIO
DALLAS, TEXAS
DENVER, COLORADO
DES MOINES, IOWA
DETROIT, MICHIGAN
INDIANAPOLIS, INDIANA
KANSAS CITY, MISSOURI
LOS ANGELES, CALIF.
MEMPHIS, TENNESSEE
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MONOGRAM PICTURES CORPORATION
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4376 SUNSET DRIVE, HOLLYWOOD 27, CALIF.



22"x28" CARD



22"x28" TITLE CARD AND SLIDE

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