

Warner Bros.

PICTURES, INC.

presents



"Hard to Get"

WITH

DICK POWELL

and OLIVIA

DE HAVILLAND

and

CHARLES WINNINGER

ALLEN JENKINS

BONITA GRANVILLE

MELVILLE COOPER

Directed by Ray Enright

SCREEN PLAY BY
JERRY WALD, MAURICE LEO
and RICHARD MACAULAY

FROM AN ORIGINAL STORY BY
WALLY KLEIN and JOSEPH SCHRANK

SUGGESTED BY A STORY BY
STEPHEN MOREHOUSE AVERY

MUSIC and LYRICS BY
HARRY WARREN and JOHNNY MERCER

HARD TO GET

so many **STARS...**

so many **THRILLS...**

so many **LAUGHS...**

in one picture....

but **WARNER BROS. DID IT!**

**-and
here's an
easy-to-get
angle
to start
your
campaign:**



When He Says: "I can't be won!"
As If He Means: "You're the one!"

He's playing . . .

When She Says: "What a line!"
As If She Means: "Won't you be mine?"

She's playing . . .

"HARD TO GET"

But when we say this easy-to-take, hard-to-forget romance is the laugh-and-joy jackpot of the year—*we mean it!*



with

Dick Powell · Olivia DeHavilland

CHARLES WINNINGER · ALLEN JENKINS · BONITA GRANVILLE · MELVILLE COOPER

A WARNER BROS. PICTURE



Directed by RAY ENRIGHT · Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay · From an Original Story by Wally Klein and Joseph Schrank · Suggested by a Story by Stephen Morehouse Avery · Music and Lyrics by Harry Warren and Johnny Mercer

Mat No. 401 — 7¾" x 4 cols. (436 lines) — 60c



Is She Just Hard to Handle or Really

"HARD TO GET"

with Hard-to-forget

Dick Powell • Easy-on-the-eyes Olivia DeHavilland

A WARNER BROS. PICTURE

CHARLES WINNINGER • ALLEN JENKINS • BONITA GRANVILLE • MELVILLE COOPER
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Mat 303 — 7 1/2 inches x 3 cols. (312 lines) — 45c

THIS AD ALSO IN TWO-COLUMN SIZE

Order Mat 206 — 5 inches x 2 cols. (138 lines) — 30c



DICK Powell

OLIVIA

DeHavilland

CHARLES WINNINGER
 ALLEN JENKINS
 BONITA GRANVILLE
 MELVILLE COOPER



A WARNER BROS. Picture

Directed by RAY ENRIGHT
 Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay
 From an Original Story by Wally Klein and Joseph Schrank
 Suggested by a Story by Stephen Morehouse Avery
 Music and Lyrics by Harry Warren and Johnny Mercer



Mat 307 — 5 inches x 3 cols. (204 lines) — 45c

"HARD TO GET"

Warner Bros.' easy-to-laugh-at hit, with

DICK
Powell
OLIVIA
DeHavilland

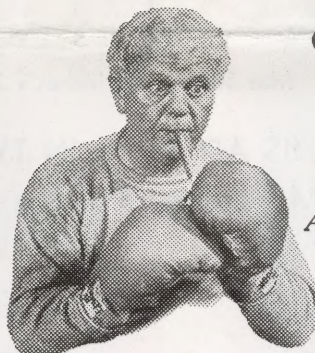
Hey, Dick!
Aren't You
Carrying
Things A
Bit Too Far?



"What a spot!
Can't get her . . .
or forget her!"



"Kiss me, Dick,
if you can — and
I'll bet you
can't!"



CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER
A WARNER BROS. Picture

Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morghouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer



Mat 402 — 10 inches x 4 cols. (564 lines) — 60c

THIS AD ALSO IN THREE-COLUMN SIZE

Order Mat 304 — 7 1/2 inches x 3 cols. (315 lines) — 45c

They're easy-to-love but—

"HARD TO GET"

"I can't get her . . . or forget her!"

"I can't lose him . . . or refuse him!"

Dick
Powell
Olivia
DeHavilland
CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER • A WARNER BROS. Picture

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer

Mat 107 — 4 1/4 inches (59 lines) — 15c

It's **HARD** to remember a funnier film!

It's hard **TO** forget the thrills it gives you!

It's hard to **GET** grander entertainment.. anywhere!

DICK
Powell • DeHavilland
OLIVIA
CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER
A WARNER BROS. PICTURE

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer

Mat 216 — 2 1/2 inches x 2 cols. (64 lines) — 30c

HE SAYS:

"I never could find
A girl who would pet
Until I learned to be
HARD TO GET"

SHE SAYS:

"If you want to be
Hard to forget
Always remember . . . be
HARD TO GET"



WE SAY:

For swell entertainment
It's your best bet . . .
That laugh-filled sensation
called

"HARD TO GET"

with
Dick Powell
Olivia DeHavilland

CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER
A WARNER BROS. PICTURE • Directed by RAY ENRIGHT



Screen Play by Jerry Wald, Maurice Leo & Richard Macaulay • From an Original Story by Wally Klein & Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music & Lyrics by Harry Warren & Johnny Mercer

Mat 305 — 10 1/2 inches x 3 cols. (441 lines) — 45c

"HARD TO GET"

...SO MANY STARS
...SO MANY THRILLS
...SO MANY LAUGHS IN ONE
PICTURE... BUT WE DID!



Dick Powell
Olivia DeHavilland
Charles Winninger
Allen Jenkins
Bonita Granville
Melville Cooper
A Warner Bros. Picture

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

Mat 217 — 2 1/2 inches x 2 cols. (68 lines) — 30c



WARNER BROS.
EASY-TO-TAKE
LAUGH SENSATION!

"HARD TO GET"
DICK
Powell
OLIVIA
DeHavilland
CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

Mat 111 — 3 1/4 inches (45 lines) — 15c



When He Says:
"I can't be won!"
As If He Means:
"You're the one!"
He's Playing ...

When She Says:
"What a line!"
As If She Means:
"Won't you be mine?"
She's Playing ...

But
when we say
it's the easy-
to-take laff
sensation of
the year ...
we mean it!

HARD TO GET

starring

Dick Powell
Olivia DeHavilland



CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER
A WARNER BROS. Picture
Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer

Mat 214 — 8½ inches x 2 cols. (238 lines) — 30c



They're
Easy to
Love
...But

"HARD TO GET" Dick Powell Olivia DeHavilland

CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER • A WARNER BROS. Picture
Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank Suggested by a Story by Stephen Morehouse Avery Music and Lyrics by Harry Warren and Johnny Mercer

39 lines — 2¾ inches

"HARD TO GET" DICK Powell OLIVIA DeHavilland CHARLES WINNINGER ALLEN JENKINS BONITA GRANVILLE MELVILLE COOPER

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank Suggested by a Story by Stephen Morehouse Avery Music and Lyrics by Harry Warren and Johnny Mercer

21 lines — 1½ inches

Two Ads on One Mat

Mat 112 — 15c

It's **HARD** to remember a funnier film!
It's hard **TO** forget the thrills it gives you!
It's hard to **GET** grander entertainment... anywhere!



DICK Powell
OLIVIA DeHavilland



CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER
A WARNER BROS. PICTURE
Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer



Mat 211 — 4½ inches x 2 cols. (126 lines) — 30c

His heart
said
"Go
grab her"
but
experience
said, "Be

Her eyes
said
"Come
kiss me"
but her
lips said,
"I'm



HARD TO GET

Warner Bros.' Easy-to-Take Laugh
Sensation, Starring



Charles Winninger
Allen Jenkins
Bonita Granville
Melville Cooper
Directed by RAY ENRIGHT

DICK
Powell
OLIVIA
DeHavilland



Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story
by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

Mat 212 — 5⁷/₈ inches x 2 cols. (164 lines) — 30c

ALL THE
WORLD
LOVES
THIS
LOVER!



... EXCEPT
THE
GAL
HE
LOVES!

Maybe she does too . . .
and is only playing

"HARD TO GET"

starring

Dick Powell
Olivia DeHavilland

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER



A WARNER BROS. Picture

IT'S LOVE . . .
The Hard-to-Get Way!
IT'S FUN . . .
The Easy-to-Take Way!

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo & Richard
Macaulay • From an Original Story by Wally Klein & Joseph Schrank • Suggested by a
Story by Stephen Morehouse Avery • Music & Lyrics by Harry Warren & Johnny Mercer

Mat 213 — 10¹/₄ inches x 2 cols. (286 lines) — 30c

SO
MANY LAUGHS
are

"HARD TO GET"

but
you'll get 'em
from



Dick
Powell

Olivia
DeHavilland

CHARLES
WINNINGER
ALLEN
JENKINS
BONITA
GRANVILLE
MELVILLE
COOPER



A WARNER BROS. PICTURE
Directed by RAY ENRIGHT • Screen Play by Jerry
Wald, Maurice Leo and Richard Macaulay • From an
Original Story by Wally Klein and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

Mat 108 — 6 inches (85 lines) — 15c



They're
Easy to
Love
...But

"HARD TO GET"

Dick Powell
Olivia DeHavilland

CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE
COOPER • A WARNER BROS. Picture
Directed by RAY ENRIGHT • Screen Play by Jerry
Wald, Maurice Leo and Richard Macaulay • From an
Original Story by Wally Klein and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

39 lines — 2¾ inches

"HARD TO GET"

DICK
Powell
OLIVIA
DeHavilland
CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER

Directed by RAY ENRIGHT • Screen Play by Jerry
Wald, Maurice Leo and Richard Macaulay • From an
Original Story by Wally Klein and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

21 lines — 1½ inches

Two Ads on One Mat

Mat 112 — 15c



When He Says:
"I can't be won!"
As If He Means:
"You're the one!"
He's Playing...

When She Says:
"What a line!"
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sensation of
the year...
we mean it!

HARD TO GET

starring

Dick Powell
Olivia DeHavilland

CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER
A WARNER BROS. Picture



Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer

Mat 214 — 8½ inches x 2 cols. (238 lines) — 30c

It's **HARD** to remember a funnier film!
It's hard **TO** forget the thrills it gives you!
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DICK
Powell
OLIVIA
DeHavilland



CHARLES WINNINGER • ALLEN JENKINS
BONITA GRANVILLE • MELVILLE COOPER
A WARNER BROS. PICTURE

Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer



Mat 211 — 4½ inches x 2 cols. (126 lines) — 30c

His heart
said
"Go
grab her"
but
experience
said, "Be

Her eyes
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kiss me"
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lips said,
"I'm



HARD TO GET

Warner Bros.' Easy-to-Take Laugh
Sensation, Starring



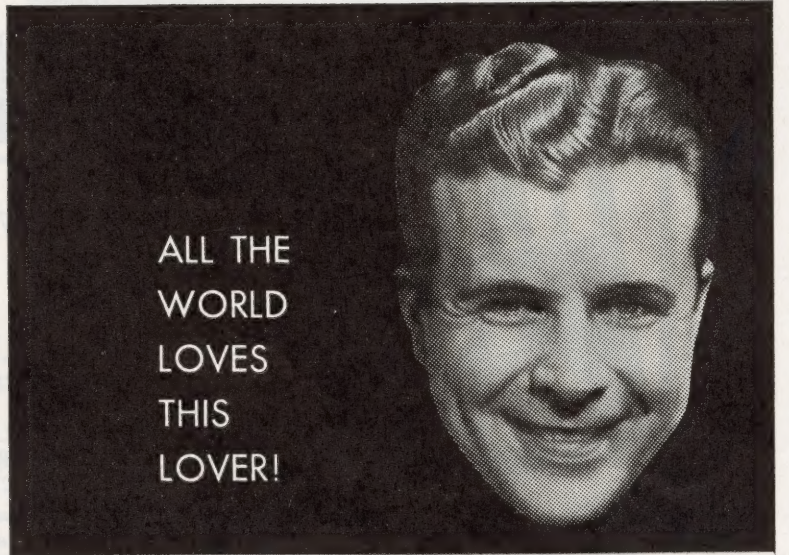
Charles Winninger
Allen Jenkins
Bonita Granville
Melville Cooper
Directed by RAY ENRIGHT

DICK
Powell
OLIVIA
DeHavilland



Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story
by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

Mat 212 — 5 7/8 inches x 2 cols. (164 lines) — 30c



ALL THE
WORLD
LOVES
THIS
LOVER!



... EXCEPT
THE
GAL
HE
LOVES!

Maybe she does too . . .
and is only playing

"HARD TO GET"

starring

Dick Powell
Olivia DeHavilland

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER



A WARNER BROS. Picture

IT'S LOVE . . .
The Hard-to-Get Way!
IT'S FUN . . .
The Easy-to-Take Way!

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo & Richard
Macaulay • From an Original Story by Wally Klein & Joseph Schrank • Suggested by a
Story by Stephen Morehouse Avery • Music & Lyrics by Harry Warren & Johnny Mercer

Mat 213 — 10 1/4 inches x 2 cols. (286 lines) — 30c

SO
MANY LAUGHS
are

"HARD TO GET"

but
you'll get 'em
from



Dick
Powell

Olivia
DeHavilland

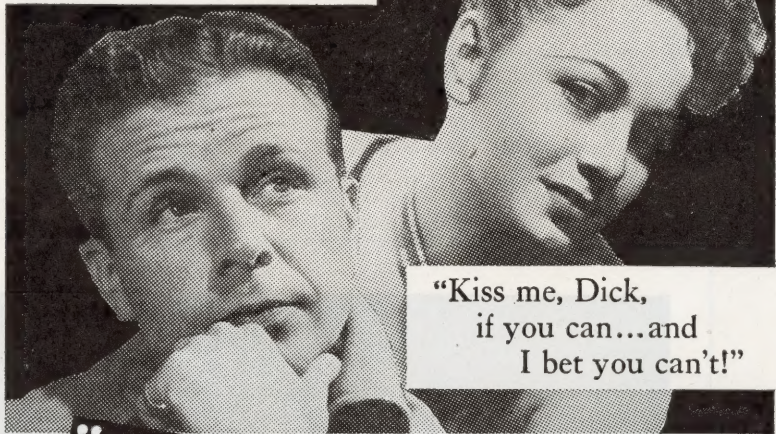
CHARLES
WINNINGER
ALLEN
JENKINS
BONITA
GRANVILLE
MELVILLE
COOPER



A WARNER BROS. PICTURE
Directed by RAY ENRIGHT • Screen Play by Jerry
Wald, Maurice Leo and Richard Macaulay • From an
Original Story by Wally Klein and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer

Mat 108 — 6 inches (85 lines) — 15c

"What a spot!
Can't get her...
or forget her!"



"Kiss me, Dick,
if you can...and
I bet you can't!"

**"HARD
TO
GET"**

with
**Dick Powell
Olivia
De Havilland**

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER
A WARNER BROS. PICTURE



Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo & Richard Macaulay • From an Original Story by Wally Klein & Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music & Lyrics by Harry Warren & Johnny Mercer

Mat 215 — 5½ inches x 2 cols. (150 lines) — 30c

HE LOOKS
EASY—
But, Girls, He's

**HARD
TO
GET**

DICK
Powell



SHE'S EASY
TO LOOK AT—
But, Boys, She's

**HARD
TO
GET**



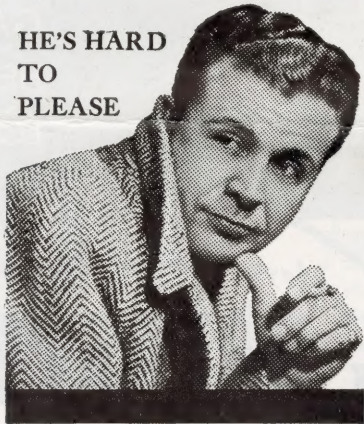
OLIVIA
De Havilland

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER
A WARNER BROS. Picture

Directed by RAY ENRIGHT • Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank Suggested by a Story by Stephen Morehouse Avery Music and Lyrics by Harry Warren and Johnny Mercer

Mat 109 — 5 inches (69 lines) — 15c

HE'S HARD
TO
PLEASE



SHE'S
HARD
TO
HANDLE



They're hard to beat in
**"HARD
TO GET"**

WARNER BROS.' girl-and-boy
laugh-and-joy hit, with

**Dick Powell
Olivia
De Havilland**

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER

Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer

Mat 110 — 7¾ inches (108 lines) — 15c

GIRLS!
This kind
of a guy is

**"HARD
TO GET"**

MEN!
Ditto for
the damsell



DICK
Powell

OLIVIA
De Havilland

CHARLES WINNINGER ALLEN JENKINS
BONITA GRANVILLE - MELVILLE COOPER
A WARNER BROS. PICTURE • Directed by RAY ENRIGHT

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • From an Original Story by Wally Klein and Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music and Lyrics by Harry Warren and Johnny Mercer

He didn't like her—she didn't
like him—so they fell in love
Wow! Bam! Ouch! It's a lesson
in lovin' that's easy to take
and hard to forget!



Mat 210 — 7 inches x 2 cols. (196 lines) — 30c

IT'S LOVE...BUT A VERY FUNNY KIND!



He Says:
"Boy, would I hate
to be married to
that dame!"



No, folks, they're not
crazy—they're just

"HARD TO GET"

Warner Bros.' easy-to-
take laugh hit, with

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER
Directed by RAY ENRIGHT
A WARNER BROS. Picture



She Says:
"I never liked that
guy . . . and I al-
ways will!"

Easy-on-the-eyes

OLIVIA De HAVILLAND

Hard-to-forget
**DICK
POWELL**

Screen Play by Jerry Wald, Maurice Leo & Richard Macaulay • From an Original Story by Wally Klein & Joseph Schrank • Suggested by a Story by Stephen Morehouse Avery • Music & Lyrics by Harry Warren & Johnny Mercer

Mat 306 — 6 1/2 inches x 3 cols. (267 lines) — 45c

**"HARD TO
GET"**
... SO MANY STARS
... SO MANY THRILLS
... SO MANY LAUGHS IN ONE
PICTURE... BUT WE DID!

DICK
Powell
OLIVIA
DeHavilland

CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER

A WARNER BROS. Picture
Directed by RAY ENRIGHT
Screen Play by Jerry Wald, Maurice Leo
and Richard Macaulay
From an Original Story by Wally Klein
and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by
Harry Warren and Johnny Mercer

Mat 209 — 3 1/4 inches x 2 cols. (90 lines) — 30c

Official Billing

WARNER BROS. 40%
Pictures, Inc. Presents 5%

"HARD TO GET" 100%

with
Dick Powell - Olivia de Havilland 80%

CHARLES WINNINGER • ALLEN JENKINS 40%
BONITA GRANVILLE • MELVILLE COOPER 40%

Directed by Ray Enright 20%

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay 3%

From an Original Story by Wally Klein and Joseph Schrank 2%

Suggested by a Story by Stephen Morehouse Avery 2%

Music and Lyrics by Harry Warren and Johnny Mercer 2%

A Warner Bros. Picture 5%

Vitaphone Shorts

"POW-WOW" — Technicolor short shows the Navajo Indians in daily life, war dances, customs, etc. 4401 — Technicolor Special — 9 mins.

JIMMY DORSEY & ORCHESTRA — serve out just what the jitterbugs order. One of the best in the business. Sure-fire. 4703 — Melody Masters — 10 mins.

"LITTLE PANCHO VANILLA" — Technicolor cartoon about a little Mexican kid who wants to fight the big bad bulls. 4502 — Merrie Melodies in Technicolor — 7 mins.

"TOYLAND CASINO" — musical kiddie revue show, starring the nation's most talented juveniles in another of the famous Vitaphone revues. Great variety show. 4001 — Broadway Brevities — 20 mins.

"CHINA TODAY" — Natural color presentation on Hong Kong and Macao. Unusual and interesting highlights of an age-old civilization. 4602 — The Color Parade — 10 mins.

"PORKY'S NAUGHTY NEPHEW" — (cartoon) — takes unholy delight in ruining Porky Pig's vacation at the beach. Continuous laugh. Looney Tunes — 4802 — 7 mins.

(Lead)

Dick Powell And Olivia de Havilland In Top-Notch Comedy 'Hard To Get'

Charles Winninger, Allen Jenkins, Melville Cooper In Cast Of Funsters



Mat 208—30c

TEAMED FOR FIRST TIME, Olivia de Havilland and Dick Powell are the co-stars in the new romantic comedy "Hard To Get" which comes to the Strand Theatre on Friday.

Dick Tells Why He Wants To Show Fans New Powell

There comes a time in the life of a high-powered singing screen juvenile, according to Dick Powell, when he wants to quit being a happy grin, an ingratiating personality, and a set of melodious vocal chords.

When Dick Powell, making a rapid mental resume of the past six years and what they have meant to him in the way of money, popularity and professional prominence, recently reached that stage, Dick determined "It was time for a new Dick Powell."

Dick determined to break in this "new Powell" with his next film, which happens to be "Hard To Get," the Warner Bros. comedy which comes to the Strand Theatre on Friday.

Dick's idea of the "old Powell" was quite frankly expressed. "I sang too much," he said. "I was always going around grinning. I didn't make things happen; they just took place, and I was there at the time."

"I've got to do roles where things take place, and I cause them. It won't hurt me to get slapped around a little. I'm a red-blooded American, 33, in good health, sound of limb and wind, and I figure I've got a sound idea."

"I want to be definite and not

have people remember me because I have curly hair, or sang such-and-such a song, or played in the same musical show with a lot of good-looking girls."

So, in "Hard To Get," Dick spans Olivia de Havilland; he fights two bruisers named John Ridgely and Jack Mower, never winning from either of them but always coming back for more; he descends hand over hand, on a rope from an emergency fire escape platform, high on an upper floor of an office building; he rides a girder which a derriek is hoisting; he catches hot rivets in an iron bucket and he ruins six suits.

"I like to sing, and always have and always will," Dick said. "But people get tired of the same player singing the same kind of songs, without any particular reason for them. Musical films ebbed in popularity once before. They probably will do so again. I don't want to go out of popularity when the musical films do. I am a family breadwinner now, and I want to stay in pictures."

"It seemed to me that it was up to me to demonstrate that I could be interesting in roles with some characterization. So hereafter, even when I sing on the screen, I want to have good reason to sing. I think the songs should be woven naturally into the story."

Powell—de Havilland New Starring Team

Some of the best matches are made — not in Heaven, as the old saying goes — but in the Hollywood casting offices. They don't have to stand the test of marriage, of course, but they do have to stand the test of the film public's romantic ideas. "I don't know what he sees in her" (or vice versa) is probably one of the most overworked sentences in the English language. And that's what the casting directors have to circumvent.

Latest result of their art is the pairing of Olivia de Havilland and Dick Powell in "Hard To Get," a delightful romantic comedy which comes to the Strand next week. Both young stars have been in the top brackets for some time and have shared romances with the screen's leading lights, but this represents their first co-starring work, and according to advance reports, it's an ideal film match.



Mat 101—15c

CO-STARRED—Olivia de Havilland and Dick Powell share starring honors in "Hard To Get," coming to the Strand Friday.

Co-starring a new team of romantic funmakers — Dick Powell and Olivia de Havilland — Warner Bros. comedy will have its local premiere Friday at the Strand Theatre. It is called "Hard To Get" and has been described by preview critics as about the tops of the 1938 movie-crop as a laugh-getter.

It may seem odd that the producing studio hasn't teamed up Dick and Olivia before. Each has had a number of successes in the lighter vein, Powell's most recent, for example, "Cowboy From Brooklyn," and Miss de Havilland's preceding picture, "Four's a Crowd." But now that the studio finally has teamed them, it seems to have something — to have plenty, indeed.

Although Dick is the leading man, "Hard To Get" isn't a mu-

sical picture. In fact, it has only two songs in it: "You Must Have Been a Beautiful Baby" and "There's a Sunny Side To Every Situation." Powell sings them, of course. They're by the popular and capable composing team of Harry Warren and Johnnie Mercer.

A "new Powell" is presented to the fans in this picture. Dick, some time ago, decided that he was tired of being merely a good-looking, singing juvenile, and told his bosses at Warners "Give me more acting and less singing." They took him at his word, and provided him with this role, which has some serious moments to it as well as the lighter ones. Preview audiences gave a hearty welcome to the new Dick.

Powell and Miss de Havilland have excellent comedy support in

"Hard To Get." In the cast are such excellent and well-liked players as Charlie Winninger, the chunky gray-haired comedian who did "Cap'n Andy" in "Show Boat" and a dozen other notable parts; Melville Cooper, the deadpan Britisher, Isabel Jeans, mistress of the art of portraying fluttery, jittery society women, Allen Jenkins, gangster-mugg extraordinary, and that delightful 15-year-old brat, Bonita Granville.

Ray Enright directed "Hard To Get" from a script prepared by Jerry Wald, Maurice Leo and Richard Macaulay, based upon an original story by Wally Klein and Joseph Schrank, which was suggested by Stephen Morehouse Avery. Quite a lot of cooks! But they improved, rather than spoiled, the broth.



Mat 301—45c

ALL-STAR LAUGH LINE-UP — (left to right) Melville Cooper, Isabel Jeans, Charles Winninger, Olivia de Havilland, Dick Powell, Bonita Granville and Allen Jenkins top the cast of "Hard To Get," the easy-to-laugh-at romantic comedy hit which is scheduled to have its first local showing at the Strand Friday.

CAST OF CHARACTERS

Bill	Dick Powell	Mrs. Richards	Isabel Jeans
Margaret	Olivia de Havilland	Stanley Potter	Grady Sutton
Ben Richards	Charles Winninger	Atwater	Thurston Hall
Roscoe	Allen Jenkins	Burke	John Ridgely
Connie	Bonita Granville	Hattie	Penny Singleton
Case	Melville Cooper	Judge Harkness	Granville Bates
		Shaff	Jack Mower

PRODUCTION STAFF

Directed by	Ray Enright	Art Director	Anton Grot
Screen Play by	{ Jerry Wald, Maurice Leo and Richard Macaulay	Dialogue Direction by	Hugh Cummings and Gene Lewis
From an Original Story by	Wally Klein and Joseph Schrank	Gowns by	Milo Anderson
Suggested by a Story by	Stephen Morehouse Avery	Sound by	{ Charles Lang and David Forrest
Photography by	Charles Rosher, A.S.C.	Music and Lyrics by	Harry Warren and Johnny Mercer
Film Editor	Thomas Richards	Orchestral Arrangements by	Ray Heindorf
		Musical Director	Leo. F. Forbstein

LENGTH — 7218 feet

RUNNING TIME — 79 minutes



Mat 201—30c

OLIVIA De HAVILLAND who is fast gaining the reputation of being the screen's number one romantic comedienne has one of her most delightful roles in "Hard To Get," a merry love tale which comes to the Strand Theatre on Friday.

England's Chief Charm Was Not Being Hollywood

By OLIVIA de HAVILLAND

(Co-starred with Dick Powell in "Hard To Get," coming to the Strand Theatre Friday)

Whoever it was that wanted "to be in England, now that April's here," certainly knew what he was talking about. I was in England in April and it was very beautiful. I hope to go back some other April. It ought to be a wonderful place to spend a honeymoon — not that I've any plans along those lines, because I haven't!

Not many people know how tired and worn out I was when mother and I left Hollywood for a long vacation. I spent half my time in tears and neither my family nor I knew why I acted as I did. I had been working hard for months without many holidays so when the chance came for a long vacation, we just said, "Look for us when you see us. Goodbye."

And then disappeared. Mother was really worried about me, I know now, so she and I spent the week before our start in making plans to slip into England without benefit of publicity. It was up to me, she said, to pick a new name for myself and then to get a personality to fit. I chose Holiday as a name for rather obvious reasons I think, and then picked "Levinia" as a first name so there wouldn't be any slips on mother's part when she forgot and called me "Livvy" as she and my sister do at home.

For the first three days and nights on the boat I slept almost continuously. I woke up often enough to eat but that was about all. By the time we got to England I was feeling much better and ready to really enjoy the vacation I felt I had earned.

We had our plans—plans that we had been talking over for months. We rented a little car and started in a general direction away from London. We hoped we could lose ourselves in the rural districts and we succeeded. It's a wonder we ever found our way back. But what fun we had!

After we had had our fill of driving wherever the best road seemed to lead and in staying in quaint little English hotels and inns, we began to study the map and pick out the places we would like to see. One day we found two small English villages marked "Mousehole" and another nearby, called "Cheesering." At least that was the way we read the

names but the people in the vicinity called them "Mouselle" and "Chezring."

So we drove to "Mouselle" or "Mouse Hole" as we called it. It was a tiny village and the street—there was only one—was so narrow that we didn't dare stop the car, much less park it. So we drove through and on to the other little town. There wasn't much to see there either and not even a postcard to be bought and sent to friends in Hollywood.

Hollywood seemed very far away and seven o'clock calls were forgotten entirely. The weeks we spent in England were the only weeks I've had in nearly four years when I could forget Hollywood and pictures entirely. When you go into a picturesque old inn that Shakespeare or Bacon or Dickens may have stayed in one night or more, when you get the smell of smoke of fires that burned two or three centuries ago, Hollywood seems very unreal and, I'm afraid, a little unimportant.

But now it's very important to me again. I came back so much rested that my family thought the trip had been worth much more than it cost.

PLAYED MAD — AND SHE MEANT IT!

Olivia de Havilland was playing a scene in her latest Warner Bros. picture, "Hard To Get," a romantic comedy co-starring Dick Powell which is due to open Friday at the Strand Theatre. She had to show pique at her boy friend, Dick Powell; engage in a quarrel with her good-natured father, Charlie Winninger; slap her little sister, Bonita Granville.

The little dark-haired beauty played the scene with perfect fury.

Director Enright yelled "Cut" and ran over to congratulate the actress. "That was a fine scene," he told Olivia. "You did it very well."

"Don't compliment me," said Olivia. "Give the credit to these white pumps. They're a half size too small, and they're killing me."

Film Comedians Are Taken For A New Kind of Ride

One of the main sequences in "Hard To Get," the Warner Bros. comedy starring Dick Powell and Olivia de Havilland, which comes to the Strand Theatre next Friday, supposedly takes place on the thirty-fifth floor of a skyscraper under construction.

It is to this dizzy height that Charlie Winninger, Melville Cooper and Thurston Hall ascend on a hoisted girder.

Charlie, Melville and Thurston depict bankers who have suddenly learned that Dick Powell possesses something valuable that they wish to negotiate for.

Before the scene was made, Allen Jenkins rode up on the girder first. He wore a grin of happy anticipation. Allen leaped on the big beam, threw an arm expertly around the guy line, and rode upward with the poise of a bank president cashing an expense voucher.

To Jenkins, the scene was nothing worse than a pleasant reminder of those exciting days during the World War when he was a riveter in a shipyard on Staten Island. The principle of construction is the same whether it's a ship or a skyscraper, Jenkins explained after the scene was over

and he had come down off his high perch.

"Girders are riveted into place much the same as are plates on a ship," he said.

Jenkins was not quite seventeen when he went into the shipyard. He had tried to enlist in the United States Army, but was under age and was rejected. Having lived on Staten Island and having played around with boats, he turned to shipbuilding as the most useful thing he could do to serve his country.

Jenkins found one kindred spirit among the members of the "Hard To Get" cast. That was Charlie Winninger, who also rode gaily to the top of the supposed skyscraper, twirling a cane, and yelling some characteristic Winningerisms to the ants on the ground below.

"I'm just as much at home up here as Jenkins is," Winninger confided. "I used to do a trapeze act in a tent show when I was a kid. I enjoy it."

Melville Cooper, who was Winninger's comedy team mate in the picture, went through the sequence in an entirely different frame of mind. Cooper always has suffered from dizziness on a bridge or any other height.



Mat 203—30c

SHE'S "HARD TO GET" and harder to hold on to! Olivia de Havilland does the kicking, Dick Powell does the holding and you'll do the laughing when you see this romantic pair in "Hard To Get," their first co-starring picture, coming to the Strand Friday.

Cast Wins Varsity Awards

Director Ray Enright's contribution to the liveliness of one of the most exciting motion picture sets in a long time, was a set of varsity sweaters for his athletic champions in the cast of "Hard To Get" at the Warner Bros. Studio.

Melville Cooper was the first decorated. He won his blue "H. T. G." monogram on white sweater at the completion of ten days of camera takes with Charlie Winninger. In these ten days Cooper, playing the solemn butler who is forced to compete in various sports with his exercise-crazed millionaire employer, manages to beat Winninger at boxing, fencing, wrestling, ping-pong and throwing darts.

Winninger, as the runner-up in this protracted competition, was

awarded his "H. T. G." also. The others to whom "Coach" Enright gave his varsity awards were:

Olivia de Havilland, who outwrestles Bonita Granville in a catch-as-catch-can match with that pesky younger screen sister; and Dick Powell, who gets rough with Olivia, and makes it stick, when she drives into his gasoline service station without money, and has him fuel her car, and then airily tells the young man to send the bill to her father. In that scene Dick yanks Olivia out of her car, and makes her work out her \$3.48 gas bill by tidying up the bedrooms and kitchens of the cottages in the little auto court which operates in conjunction with his service station.

"Hard To Get," opens next Friday at the Strand Theatre.

PLAYERS' BABIES OFTEN EXPENSIVE TO STUDIOS ALSO

Helen Hayes claimed her baby was "an act of God" and got away with it.

But to unit managers and assistant directors in motion picture studios, a baby is a first rate nuisance and a menace to the budget. Babies delay motion picture production.

A baby in a star's family, arrived or expected, costs the player a considerable sum, but it often costs the studio even more in delays and altered schedules. No mere husband and prospective father, whether he is an actor or an electrician, is altogether himself the last few weeks before an expected "blessed event."

On the set of "Hard To Get," the Warner Bros. comedy opening Friday at the Strand Theatre, Dick Powell was perched near the telephone for many days. He jumped each time it rang. He knew his lines but his mind was not always on his work.

"I'm as nervous as a cat," he explained when he missed a cue, and this nervousness became intensified until the day when their baby daughter was born to Dick and his wife, Joan Blondell.

Allen Jenkins, working in the same picture, even forgot his new boat, not yet launched, in his interest in his wife's prospective blessed event. He and Dick Powell ran a stork race, which was won by Dick, whose daughter came several days before Allen's wife gave birth to a baby girl.

Caught! A Genuine "Picture Boner"

Olivia de Havilland drives her light roadster into Dick Powell's combination auto-court-service station. This scene is in the comedy "Hard To Get," which opens Friday at the Strand Theatre.

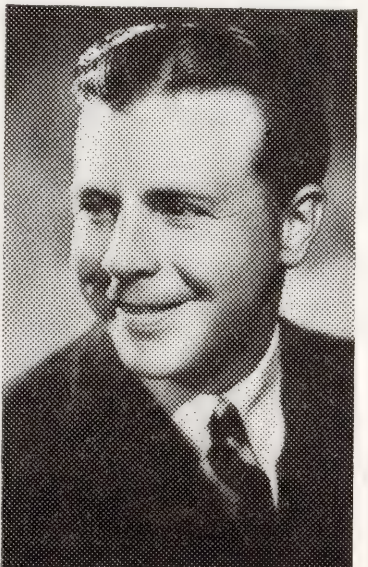
While Allen Jenkins fills the gasoline tank, Dick busies himself with oil, water and windshield.

Midway through the scene, however, Cameraman Charles Rosher breaks it up. There's a bad reflection in the windshield and the glass will have to be removed, he explains.

After the windshield is taken out the scene is repeated. While Powell wipes the imaginary windshield, Miss de Havilland gets out of the car. She stands alongside it, leaning against the door.

This time Director Ray Enright stops the scene.

"You've got your arm through the windshield, Olivia," he remarks. And sure enough, the actress has unconsciously looped her elbow around the upright, right through the place that ordinarily would be filled with glass.



Mat 103—15c

DICK POWELL — who is turning from crooning to comedy, tops the cast of "Hard To Get," the hilarious romance coming to the Strand Theatre on Friday.

NEW STAR TEAM IN 'HARD TO GET' OPENING TODAY

Dick Powell and Olivia de Havilland, an entirely new romantic duo, are teamed in the leading roles of "Hard To Get," a breezy, fast-moving comedy with many farcical complications, produced by Warner Bros., which opens today at the Strand Theatre.

The name of Dick Powell means, of course, that there is some music in the production, but it is far from being a musical picture of the routine type, for Dick sings only two songs and they are both introduced plausibly into the action of the piece.

In fact, Dick is not, as usual, playing a singer in his latest picture. He is an ambitious and aggressive young business man who, at the outset, is shown as the manager of a combined gas station and auto camp, and most of the interest — as well as the farcical complications — arises from his efforts to interest some capitalists in his plan to establish a chain of auto camps across the country.

Olivia is a spoiled and petulant heiress who buys gas and oil at Dick's place and then finds she is without a cent to pay for it. Whereupon Dick, who doesn't of course, know who she is, uses physical force to compel her to work out her bill by sweeping out and making the beds in the ten bungalows of his auto camp.

Her father heads the company which employs Dick, so she attempts to get papa to discharge the young man, but her parent only laughs at her story, so she changes her tack and tries to get her revenge by tricking Dick into laying his plans before a hard-boiled group of capitalists as has ever been annoyed by a young promoter.

He suffers many indignities, both physical and mental, but eventually he puts over his plan, and he gets the girl too, for Olivia has meanwhile fallen in love with the brash young fellow who gave her such a rousing about upon their first meeting.

Besides Dick and Olivia, the other important members of the cast — and it is to be noted that they're all expert comedians — include Charles Winninger, Allen Jenkins, Bonita Granville, Melville Cooper, Isabel Jeans, Penny Singleton, Grady Sutton and Thurston Hall.

Suggested by a Stephen Morehouse Avery story, the plot was prepared by Wally Klein and Joseph Schrank and then made into a screen play by Jerry Wald, Maurice Leo and Richard Macaulay. The production was directed by Ray Enright.

Jenkins A Boatman

Allen Jenkins, Warner Bros. comedian now playing in "Hard To Get," which opens Friday at the Strand Theatre has finally launched his famous sail boat. Jenkins built the craft himself over a period of three years, 30 miles from the ocean. The boat turned out to be perfect. "It sails better than any boat I ever saw," Jenkins said. "I'm taking all the studio scoffers like Jimmy Cagney and Pat O'Brien who predicted it would sink, down to see it."

Veteran Works Hard

Charles Winninger, veteran comedian, put in so much strenuous exercise in his current role with Dick Powell and Olivia de Havilland in "Hard To Get," that Charlie quit going to the athletic club in the evenings for his formerly accustomed daily workouts. In the picture Winninger chases Olivia, stages a fencing match, a wrestling match, and a ping-pong bout with Melville Cooper. "Hard To Get," opening today at the Strand Theatre.



NEW ROMANTIC DUO — Olivia de Havilland and Dick Powell are teamed for the first time — in the interests of love and laughs — in "Hard To Get," the comedy opening today at the Strand.

Mat 202—30c

(Review)

'Hard To Get,' Romantic Comedy, Is Easy To Take

STORY SYNOPSIS: (not for publication) — When Maggie Richards (Olivia de Havilland), spoiled young heiress, tries to charge some gasoline at an auto camp operated by Bill Davis (Dick Powell), he makes her work out her bill making beds. Resolved to get even, she pretends to have forgiven him, and sends him to her father to get financing for a clever scheme Bill has. This is the beginning of a run-around that gets merrier and faster by the minute. But Bill turns the tables neatly, tames both his little shrew and her father, and steps right into the family.

"Hard To Get," the Warner Bros. comedy which opened yesterday at the Strand Theatre, is certainly not hard to take.

With Dick Powell and Olivia de Havilland — teamed for the first time — supplying a somewhat hectic romantic interest and more than a fair share of the comedy, and such other comedy experts as Charles Winninger, Allen Jenkins, Bonita Granville, Melville Cooper, Isabel Jeans and Penny Singleton outdoing each other in the pursuit of laughs, the new Strand picture proved to be one of the funniest in many a month.

Although the emphasis of the picture is on comedy, Dick Powell did not disappoint the admirers of his vocal talents, for he sang two tuneful, clever new songs in the course of the proceedings. They are "You Must Have Been a Beautiful Baby" and "There's a Sunny Side to Every Situation," both of which are first-rate examples of the art of that famous team of songsmiths, Harry Warren and Johnny Mercer.

That, of course, constitutes the smallest portion of music in any of Dick's pictures since he became a star, but this was precisely as he wanted it. He has, so we understand, been badgering the studio to be permitted to establish himself as primarily an actor and only secondarily a singer. His expert comedy portrayal in "Cowboy From Brooklyn" gave him a flying start toward his self-chosen goal, and in "Hard To Get" he has arrived there.

Olivia, of course, is no stranger to comedy, and this latest of her pictures gives her another ingratiating opportunity to exhibit the versatility which permits her to be equally acceptable as the lovely and serious Maid Marian of "The Adventures of Robin Hood," the willful ingenue of

"Call It a Day" and "It's Love I'm After" and the spoiled and petulant heiress of "Four's A Crowd."

In "Hard To Get," she's again an heiress — daughter of a somewhat eccentric millionaire played by Charles Winninger as only Charlie can play such characters — and she's plenty spoiled. But she is, in this, also plenty smart, and it is her shrewd plotting to get even with Dick for an indignity suffered at his hands which is responsible for all the amusing misadventures that befall him.

When she learns he has a clever scheme for which he needs backing, with apparent kindness, Olivia tells him how he can get in to see the crusty old capitalist who is really her father, and Dick does get in to see him all right, but his only accomplishment during the following weeks is to get kicked about, both literally and metaphorically, by the capitalist and his associates.

Dick learns of the trick that has been played on him, and he gives up in disgust, only to be pursued himself by Winninger and associates, who appreciate his idea when they learn that a rival capitalist intends to finance it. Their pursuit carries them, in one of the most amusing scenes in the picture, to the thirty-fifth story of an uncompleted skyscraper, where Dick is working as a riveter. So, all ends well for Dick, both financially and romantically, for his little shrew has been tamed meanwhile and realizes she loves him.

Suggested by an original story by Stephen Morehouse Avery, the plot of "Hard To Get" was devised by Wally Klein and Joseph Schrank, and the final screen play was written by Jerry Wald, Maurice Leo and Richard Macaulay. The direction added another triumph to the achievements of that ace comedy director, Ray Enright.



Mat 106—15c
Olivia de Havilland



Mat 105—15c
Dick Powell

Melville Cooper Wouldn't Employ Himself As Butler

By CARLISLE JONES

Ninety-nine out of every one hundred Americans are afraid of butlers. This observer, a brave man in his own opinion, in most matters, shares this peculiar phobia. Even with movie butlers he is self-conscious.

Melville Cooper is a movie butler in the Warner Bros. picture, "Hard To Get," which opens today at the Strand Theatre, with Dick Powell and Olivia de Havilland in the leading roles and Charles Winninger as the short-tempered millionaire whom Cooper serves.

And a very butlerish butler he is! He has the cold and appraising eye that tells you instantly that your tie has been badly tied, that you shouldn't wear brown shoes with a blue serge suit and that no gentleman would tolerate ashes on his vest.

He was standing very meekly just a little to one side and behind the "master," Mr. Winninger, when we found him, before the camera and under the protecting sidewalk sheds of a new building, supposed to be an uncompleted skyscraper. Winninger was talking like the testy old gentleman he is supposed to be and Cooper was looking very like a perfect butler, mackerel-eyed and silent, except for an occasional sotto voice aside to his employer.

When the scene was finished Cooper moved out of the set and plunked himself into a chair, assuming a very unbutlerlike posi-

tion yet retaining all the facial blankness of the role. Your correspondent, sharply conscious of his own deficiencies of wardrobe, sat down beside him.

"You have a butler of your own, Mr. Cooper," he ventured.

"Yes," said Mr. Cooper.

"Are you using him as a pattern for this part?"

"He would be grossly insulted," said Cooper with just a trace of a chuckle. "He is a good butler."

"And you think you are not?"

"No theatrical butler would be a good butler in real life," he said solemnly. "I think you know that."

This observer didn't know it. He knows very little about butlers and butling but he didn't intend to let Mr. Cooper suspect how ignorant he was on the subject.

"A good butler," Mr. Cooper continued, "is a gift from heaven. A work of art. Manna in the wilderness. A movie butler is invariably a smart aleck, a comedian — and there could be no living with him in real life."

"And you are a comedian at heart?" we asked.

"In this role, yes," said Mr. Cooper. "Here I am a stage butler and I'm trying to play the part like one."

"But you wouldn't employ yourself, if you were offered your services?"

"Never!"

BIT PLAYER WINS NOVEL BABY RACE

Dale Van Sickle, one of the bit players, was winner in a recent "first-baby" race among the male players on the set of Dick Powell and Olivia de Havilland's comedy-drama, "Hard To Get" at Warner Bros. Studio. Van Sickle has one of the subordinate roles in the film.

His first born, a boy weighing 7 pounds, was born in California Hospital during the filming of the picture, while Dick Powell, the star, and Allen Jenkins, who plays Powell's chum, Roscoe, were waiting to receive news about their wives in other maternity wards. The Powell and Jenkins babes didn't arrive until after "Hard To Get" was finished.

Charlie Winninger Was School Athlete

The secret of the pep which Charlie Winninger, veteran white-haired comedian, put into a ten-day athletic rivalry with Melville Cooper in scenes for the hilarious Dick Powell-Olivia de Havilland comedy romance, "Hard To Get," was revealed recently by Charlie's stand-in. The stand-in is his brother, Adolph.

"When we were boys in Wasau, Wisconsin, we both played on the baseball and football teams of the high school," Adolph relates. "Charlie pitched and played third base on the baseball team. In football, he was sort of small, but he was a good drop kicker." Adolph himself played second base on the ball team.

In those days the two brothers barnstormed through the summer with the "Winninger Family Concert and Novelty Company" which was a troupe whose nucleus was Papa and Mama Winninger, their sister, Theresa, and the family's five brothers.

"We were sinewy and strong," Charlie explains. "And my brother Adolph and I accumulated a reserve of good health which has helped us all our lives."

Her Name On Chair Pleases Young Star

Though she had been a star for nearly two years, Olivia de Havilland only recently got a big canvas-backed chair with her own name on it.

She probably still wouldn't have one were it not for Lou Hafley, property man assigned to Warner Bros. "Hard To Get" company. "Hard To Get" is the delightful



Mat 104—15c

OLIVIA De HAVILLAND — currently playing in "Hard To Get" at the Strand Theatre.

new romantic comedy now showing at the Strand Theatre.

Miss de Havilland walked onto the set of the picture in which she and Dick Powell are co-starring on and there was the chair.

It developed that Hafley had never before been assigned to a production starring Miss de Havilland. Being a conscientious young man, before the start of the picture he went to the room in the property department where stars' chairs are stored between pictures. He couldn't find Miss de Havilland's, so he promptly had a new one made up with her name on it.

Apparently, according to Miss de Havilland, the property men on her previous pictures just hadn't thought of putting her name on a chair.

Needless to say, Lou Hafley is now Miss de Havilland's favorite property man.

Style Tips From Hollywood

By ORRY-KELLY
(Famous Filmom Designer)

The truly chic woman is just as careful about her fashion diet as she is about the number of calories she consumes daily. She would never dream of confining her shoe-buying to colorful models of daring cut, nor would she consider an ensemble loaded down with novelties.

On the contrary, the bulk of her clothes are practical and conservative, though trim and modish. It is only here and there that she balances them with the frivolous things so outstanding they can be worn with only a few costumes or only a few times.

"The staff of life" on Olivia de Havilland's fashion diet is the shirtmaker dress. She likes these in her personal wardrobe and wears several designed by Milo Anderson in her current Warner Bros. picture, "Hard To Get," which comes next Friday to the Strand Theatre.

In summer she likes them in tubable silks and linens. They are always so fresh and flattering she doesn't mind wearing them again and again. But Olivia's frivolity

shows up in evening things. She likes at least one thing so unusual about a formal ensemble that she would never dare repeat it. She once had a little muff made of fresh pansies which, of course, could be worn only once and another time scattered powdered gold over a black velvet gown.

Priscilla Lane, who likes clothes of conservative color and cut, has her fun with gadgetry. She pins little yarn figures to her sweaters, buys all sorts of novel lapel ornaments, has a pair of oxford shoe-strings with ends that screw into little dice and is constantly inventing unusual hat trimmings.

Many of the girls in Hollywood have an outlet for their frivolity in hats. Others confine it to active sports and beach clothes where everything goes. Although husbands usually don't understand the necessity of something faintly foolish in every woman's wardrobe, the light things are as necessary to the balancing of a fashion diet as are the "bread-and-butter" things. No woman is completely smart without them.

Wears Two Bouquets

Olivia de Havilland, who plays opposite Dick Powell in "Hard To Get," now at the Strand Theatre, is the introducer of the twin corsage. She likes small corsages in pairs. With a square neckline she'll clip one orchid in each front corner.

Upbuilding Tip

Olivia de Havilland and Rosella Town observed daily tea time on the set of "Hard To Get" with malted milks, reinforced with one raw egg apiece. Both girls are on an upbuilding diet.

MOVIE SET FOOLS AUTO TOURISTS

Special night watchmen were assigned to a set representing a combination service station-auto court built for the "Hard To Get" company at the Warner Bros. Studio ranch near Calabasas.

Situated just off a main highway — U.S. 101 — the set was literally overrun by tourists toward the end of each day after the company had quit work.

The night watchmen were instructed to gently but firmly inform all weary tourists that the auto court was a motion picture set and not open to the public.

Studio ranch executives estimate that the court fooled somewhere in the neighborhood of 300 parties of tourists in a single week.

Star's Idea Of Date Is Simple Evening

Beaux who think of dates with youthful Hollywood beauties in terms of champagne and caviar might be surprised to know what these lasses themselves consider "the perfect date." "Glamour Girls" they may be on the screen, but offscreen their tastes are plain.

Olivia de Havilland, whose beauty is rivalled only by her keen mind, prefers a good conversationalist to the town's best big-appler. On the set of Warner Bros. "Hard To Get," she described her idea of a perfect date.

It starts in with dinner at some picturesque place, such as the Hungarian Csarda, A Bit of Sweden, or a place in the new Chinatown in downtown Los Angeles. The man in the case must be cultured, well-travelled and an interesting talker. After a leisurely dinner, a movie, a concert, a little theatre play or a call on friends finishes up a delightful evening.



Mat 205—30c

HOME WAS NEVER LIKE THIS — Charles Winninger seems to appreciate the charm of his lovely servant, Olivia de Havilland, in this scene from the Strand's current film, "Hard To Get."

Poetry, Freckles And Hats Penny Singleton's Hobbies

If you like poetry you'll like Penny Singleton, who has a highly amusing role in "Hard To Get," the Warner Bros. picture starring Dick Powell and Olivia de Havilland at the Strand.

She writes jingles and has a wonderful time doing it. There is no stopping her. Laugh all you want to when she sits down with her pencil, she'll come up with a verse just the same.

Here is one sample of her handiwork:

"I had a little cat
That just sat and sat and
sat!"

This is, admittedly, just the

beginning of a longer "work" that Miss Singleton intends to complete for her first volume of child's verse. She can do better, more serious things, too.

"Dear little raindrops,
Falling from the skies,
Are you tears of happiness
From the angels' eyes?"

"Do you to us a message
bring,
Clinging to each earthly
thing,
Seen and yet unseen?"

"Must mortals to that
unknown land
Journey on —
To understand?"

Before going further it should be understood that even if you don't like poetry, you would certainly like Penny Singleton. She's the kind of person who likes to be liked and who goes out of her way to be pleasant enough to you to make you like her. Her perky little grin and her ridiculous hats are added insurance for her entirely adequate charm.

Beauty Rites Differ In All Countries

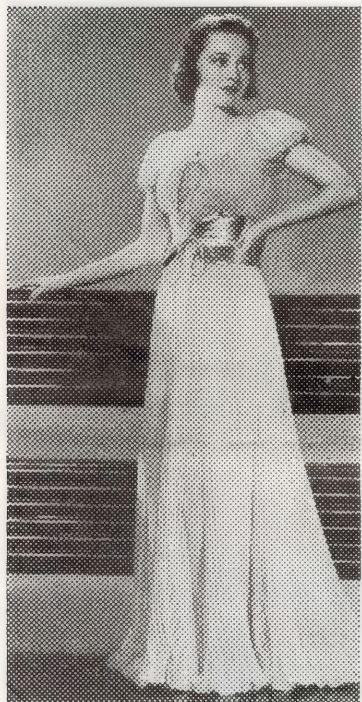
Isabel Jeans, who portrays another one of those frivolous women roles in Warner Bros. "Hard To Get," now showing at the Strand, can't remember the time when she wasn't interested in the subject of beauty. One of its most interesting slants, she says, is the way women in various parts of the world emphasize different points.

She has found that Japanese women take great pride in their hair; Italian women like to flash gleaming white teeth; French women are proud of their well-shod, high-arched feet; English women consider complexion of first importance.

Wherever the vivacious Isabel has travelled she questioned the natives about their beauty rites. She found that many Japanese women use fine oils on their hair.

Isabel attributes the lovely teeth of the Italians to the fresh fruits they eat.

She knows French mothers who teach their children in early childhood to develop a high arch through the use of such exercises as carrying marbles in the toes. In her own England, Isabel says women who walk in the fog and rain and bathe their faces in milk daily have the finest skins.



Mat 102—15c

PARTY PLEATS — make this evening frock, worn by Olivia de Havilland in "Hard To Get," now showing at the Strand, outstanding among the season's fashions. The accordion-pleated chiffon is caught at the waist with a broad, laced girde of supple gold kid.

Bouncing Bonita

Screen directors who have worked with Bonita Granville maintain she has more "bounce" than any young lady in pictures. "Bounce" is a certain effervescence without which few youngsters attain stardom. The morning after the previews of her most recent picture for Warner Bros., "Hard To Get," now showing at the Strand Theatre, Bonita was having a huge chocolate soda at the drug store across from the studio, while she perused the reviews in the trade paper. She looked particularly "bouncing" in a pair of white wool slacks, a navy jersey sweater, the neck of which was set off by a Ferdinand the Bull clip.

She's Girl Acrobat

In 1922 Penny Singleton, the film comedienne, (then known as Dorothy McNulty) was acclaimed as the United States' foremost girl acrobat and was awarded a trophy by Major A. J. Drexel-Biddle. She won the title at the old Madison Square Garden in New York City. Penny is now in "Hard To Get."

PHOTOGRAPHIC IMPRESSIONS OF OLIVIA DE HAVILLAND



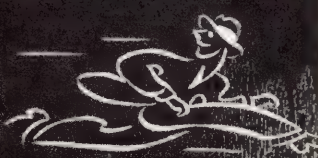
Photos by Elmer Fryer

The photographer catches lovely Olivia de Havilland, pensive, wistful, coy, and in turn mysterious — a composite picture of the charming star of "Hard To Get," now showing at the Strand Theatre.

Mat 302—45c



Straight ahead for EXPLOITATION





'Kicking' Display



If you're looking for an animated lobby or front display you'll get a "kick" out of the six sheet. Figures of Dick Powell and Olivia de Havilland are 3 feet high when cut out and mounted. Olivia's feet are made to kick up and down by means of a belt attached to cog wheel (A) which in turn causes wheel (B) to move in the opposite direction. (See 6-sheet on back cover).

Date Bureau

Date Bureaus have proven popular in various sections of the country, especially in college towns. Set up in your lobby week before picture opens. Copy: "Hard To Get A Date? Try Our Service." Boys and girls fill out cards giving their addresses, ages, hobbies, etc., and deposit in separate boxes. Cards in girls' box are mailed to addresses on boys' cards and appointments are made. Appropriate copy at bottom of each card tips off boys to take their dates to see "Hard To Get."

'Disguise' Stills

Dick Powell wears half a dozen disguises in the film. Display of stills showing him in these various roles would make an interesting exhibit to spot in your lobby. Stills show Powell as gas station attendant, window cleaner, messenger boy, riveter, scrub "woman," and colored singer. Order special set of "Dick Powell Disguise Stills." Set of six — 50c from Campaign Plan Editor.

Use This Cutout



Illustration above shows how art from three-sheet and lettering from one-sheet (see back cover) can be cut out and rearranged for attractive lobby display.

Let's Play 'Hard To Get'



fold a number of gals (about six or eight), and turn a man loose among them. He tries to avoid getting caught. First girl who nabs him gets guest tickets to your show.

You've heard of the 'Blind Man's Buff' game — probably played it yourself when you were a kid. Well, that's what this stunt is, only you play it with girls (and that always makes a game more interesting!). Game can be played either in lobby or on stage. Blind-

Make A Big Street Scene

Stage a real "Hard To Get" scene on busy street corners throughout town. Gent follows attractive girl through streets trying to attract her attention. When they come to busy corner, girl turns and slaps him. When crowd gathers she unfurls banner



carrying this copy: "I'm 'Hard To Get' — but you have a date to see me at the Strand Theatre Friday." Couple then moves on and repeats stunt on another busy street corner.

'Cap'n Andy'

Charles Winninger, who plays the part of Olivia's lovable father in this picture, achieved his greatest success in the stage play and screen version of "Show Boat." He has spent forty years before stage, screen, and radio audiences. Take advantage of his popularity by means of displays in lobby, letters to old-timers, etc.

Interviews

Reporter interviews men passers-by with this: "Olivia de Havilland wants to know whether a girl should take the initiative in showing her fondness for a man, or whether she should play 'hard to get.' What do you think?"

'Peek-A-Boo' Display



Heads of Dick Powell and Olivia de Havilland alternate in "peeking around" sides of lobby set-piece. Diagram shows how heads are moved by sprocket attachment (A) which is attached to rocker (B) by means of loose swivel (C). For heads of Powell and de Havilland order stills HH 403 and DP 461 — 10c each from Campaign Plan Editor.

'Man Hunt'

Get gals chasing man all over town. Paper announces that a man of a given description, dressed in a certain costume, will be around town on a specified day. The first ten girls who identify him and give the password "Hard To Get" are given a pair of guest tickets to your show.

Lovelorn

During week before opening of picture have a love advice expert in your lobby to give free advice to patrons. Selling line: "Is your girl friend or boy friend playing 'Hard To Get'? Rinaldo will tell you what to do." Announce this feature in your ads, programs, and on the screen.

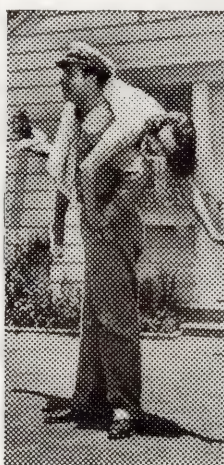


OLIVIA ALWAYS GETS HER MAN

A story with a moral in which Olivia de Havilland, starring with Dick Powell in "Hard To Get" at the Strand Friday, proves that men aren't so hard to get — if you use the right method.



Olivia, it's dangerous to tamper with "Federal" property! But Dick is so receptive that she can't resist making a play for him.



Dick doesn't go for that smooth society stuff. He believes in sweeping 'em off their feet! Then Olivia turns the tables and she does the sweeping — at Dick's request!



Always democratic, Olivia now stoops to conquer, but Dick still plays hard to get. "No waitress she," says he, anticipating a bowl of soup down his back.

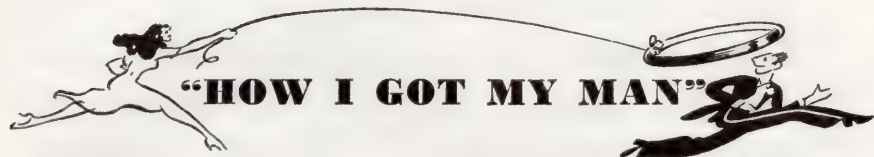


"What's the use of this bickering," says Olivia, "there's only one way to get your man." So she lets him have it — right on the snoot!



MORAL: Don't play hard to get, and you, too, can be the life of the party. Otherwise, you may spend your nights doing what Olivia is doing above.

The above photo-strip feature plays up the picture's comedy highlights, and should be easy to plant in your local newspaper. Order mat 501B — 75c from Campaign Plan Editor.



"HOW I GOT MY MAN"

The N. Y. Daily News recently ran a "How He Proposed" column in which women readers were invited to send in letters telling how they won their men. Perhaps local newspaper will be interested in running a similar column. Column head would read something like this: "Men Not So 'Hard To Get' — Experience Proves." Prizes can also be awarded for the most interesting letters relating the longest engagement, the greatest number of proposals a man made to a woman, the toughest deal made by a girl in promising to marry a man (what he had to do to win her), etc.



FOR BRIDE AND GROOM

Watch local papers for engagement and wedding announcements. Send this message to prospective brides and grooms: "Congratulations. We're glad to learn that you weren't so 'Hard To Get.' See how Olivia de Havilland gets Dick Powell in the comedy hit, 'Hard To Get' — at the Strand."

In cooperation with local newspaper award guest tickets to recently married couples who discover their names among the classified ads. List of couples' names can be obtained from local marriage license bureau.

Organize Club

Organize a "Hard To Get" Club with membership consisting of bachelors and spinsters who go on record as opposing marriage, giving their reasons. Stunt should be handled humorously with a few planks in the platform sensational enough to arouse newspaper interest. A novel twist could be given by having announcement of engagements of several of the members deplete the ranks so much that the club breaks up.

Teaser Ads

WOMEN: Is your man playing 'Hard To Get'? See how Olivia de Havilland gets Dick Powell in "Hard To Get"— at the Strand Friday.

MEN: Is your girl playing 'Hard To Get'? Take a tip from Dick Powell. See how he gets Olivia de Havilland in "Hard To Get"— at the Strand Friday.

"Guess Who?" Contest

This contest plays up the 'slapping scene' in the picture and can be planted in your local newspaper week before picture opens. Award guest tickets to the first 50 sending in correct answers.

WIN FREE TICKETS TO THE STRAND



Who are the two famous Hollywood stars in the above photo? The lady with the broom was the lovely heroine of "Robin Hood"; the gentleman being swept off his feet was the singing star of "Hollywood Hotel." Send in your answers immediately to the contest editor of this newspaper. First 50 correct answers will each receive guest tickets to "Hard To Get" at the Strand Theatre Friday.

Hobby Contests

Candid camera contest can be run in cooperation with local paper, awarding prizes to 'shots' that were most difficult to take. Contestant is also required to send in a letter relating the obstacles he had to overcome to take the photo.

Contests similar to the one above can be staged with the field open to everything from rare stamps and coins to beautiful figures. Awards should be made partly on the article exhibited and partly on the interest of the accompanying account of why the object was hard to get.

'Hard To Get' Gals

Contest in local paper in which readers are invited to send in a list of women from history who were 'hard to get.' For example, Jacob had to work fourteen years to win Rachael; Paris waged a war in order to win Helen of Troy.

DEALER TIE-UPS RADIO



Men aren't so 'Hard to Get'

When you take a tip from Olivia De Havilland who offers a few suggestions on how to get your man

Only photo of Olivia de Havilland and Dick Powell (shown above) is available. Order still HH 403 — 10c from Warner Bros. Campaign Plan Editor.

Co-op Ad Campaign

Co-operative pages are instrumental in building good-will among merchants. With the title "Hard To Get," you have a perfect set-up for enlisting the support of local dealers in your community. At the left is a suggested layout (in reduced size) of ad possibilities that make up a catchy, attention-getting co-op campaign to sell your show. Show this layout to the advertising manager of your local newspaper. He should be willing to work with you in lining up merchants and selling the town on "Hard To Get."

Title For Tie-Ups

The title offers excellent opportunity for big community ads with merchant tie-in. For example: "Health is not *HARD TO GET* — Eat Blank's bread"; "It's not *HARD TO GET* a modern living room — Buy your furniture the easy way at Blank Brothers"; "It's not *HARD TO GET* added mileage when you use Blank's gasoline and oil." Suitable copy for almost any store in town can be worked along similar lines.

Half Minute Air Flash

ANNOUNCER: Ladies and gentlemen. What would you do if the girl friend or boy friend played "Hard To Get?" Take a tip from Olivia de Havilland and Dick Powell in Warner Bros.' comedy hit, "Hard To Get," coming to the Strand Friday. Olivia plays the role of a million dollar baby out to get her man for better or for worse. But when go-getter Dick discovers that he's playing with dynamite, that's when the mirthquake begins. You won't want to miss this laugh-and-love jackpot of the year. It's a lesson in lovin' that's easy-to-take and hard-to-forget. So be sure to see Olivia de Havilland and Dick Powell in "Hard To Get," coming to the Strand Friday.

Embarrassing Moments

Olivia de Havilland finds herself in a 'spot' in the picture when she discovers she hasn't any money to pay for her gasoline. This is your cue to run an "Embarrassing Moments" contest in cooperation with local radio station or newspaper. Contestants are invited to send in letters relating their experiences of getting 'stuck' without money, and what they did about it. Most humorous letters receive guest tickets.

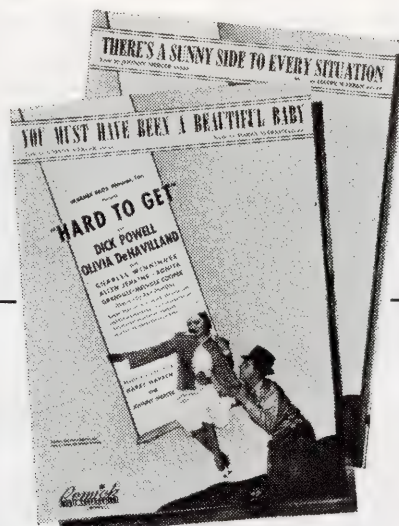
Find Go-Getters

In "Hard To Get," Dick Powell plays the role of an ambitious and persistent architect who uses various subterfuges to get in to see the "boss" and sell his idea. The 'go-getter' angle can be played up with the following stunts:

INTERVIEWS: There are undoubtedly many prominent business men in town who have had experiences with people who tried to 'crash' their offices, and succeeded through persistence. Or they, themselves, might have been started on the road to success by such methods. Interviews with these men would make an unusual and interesting feature for radio program or newspaper.

SUPER SALESMEN: Concerns employing a number of salesmen can be enlisted for support. Manager of each company submits the best-selling stunt performed by one of his salesmen week before show opens. Best ones are awarded prizes.

SALES CONTEST: Department store is enlisted for this one. Store awards prizes for highest number of sales handed in by their employees during run of picture. Supply store with stills and posters.



Two song hits featured in "Hard To Get" will be exploited by Remick — "You Must Have Been A Beautiful Baby" and "There's A Sunny Side To Every Situation."

Contact your local Remick representative for further information and music accessories, or Miss Etta Shore, Remick Music Corp. 1250 Sixth Avenue New York City

Servant Stories

Here is a novel radio contest idea that can be used in place of, or in addition to, your regular spot announcement:

ANNOUNCER: Ladies and gentlemen! Would you like to receive guest tickets to one of the funniest pictures of the year? Then listen carefully— One of the many hilarious scenes in Warner Bros.' "Hard To Get" coming to the Strand Theatre Friday occurs when Olivia de Havilland, a debutante, and Penny Singleton, her maid, change places in order to carry out a plot that Olivia has concocted in order to get even with boy friend, Dick Powell. The manner in which Olivia serves the dinner, the way in which Penny imitates a debutante, to say nothing of the embarrassment caused Olivia's lovable father, Charles Winninger, all make for an hilarious scene.

Do you know of any humorous situations involving a maid, a cook, or a butler? What is the funniest experience that you have had or know about concerning a servant? This station will offer prizes and guest tickets to "Hard To Get" for the funniest servant stories sent in before Thursday midnight. Send in your funniest story immediately—then be sure to see Olivia de Havilland and Dick Powell in that hard-to-forget comedy hit, "Hard To Get," at the Strand Theatre Friday.

3 NATIONAL TIE-UPS:

DONUT DUNKING CONTEST FOR YOUR SHOWING

Thousands of bakers and dealers throughout the country will also be plugging "Hard To Get" as a result of the giant tieup with the Doughnut Corporation of America. Dick Powell, Olivia De Havilland and title receive big credit in the window display material and doughnut cartons already made up (see cuts at right).

For a substantial local promotion, get together with any retailer or baker for a DOUGHNUT DUNKING CONTEST. All the necessary material, including sampling bags with donuts, lobby displays, truck cards, coupons, window cards and streamers, is being supplied dealers.

Contest is held in your theatre, between clubs, schools, organizations of any kind. For complete information and cooperation, contact your local Tested Quality Doughnut Retailer or Baker, or write direct to:

DOUGHNUT CORPORATION of AMERICA
 MERCHANDISING DEPARTMENT
 1170 Broadway New York City



EASTERN ISLES IMPORTING COMPANY

Get this Eastern Isles tieup to work for your showing of "Hard To Get" by contacting local stores. These are already in receipt of display material crediting "Hard To Get." Photo at left of Olivia De Havilland in a house coat is a reproduction of one of the two 10" x 13" counter cards being distributed by the company to its accounts.

For details and list of dealers, write to:

MR. STANLEY HARRIS
 EASTERN ISLES IMPORTING CO.
 16 East 34th Street New York City

A tieup with Calox tooth powder puts Olivia De Havilland and "Hard To Get" directly into 2,203,221 homes by virtue of a full page in Good Housekeeping. The magazine (December issue) appears on the stands November 15th. Turn this break into a plug for your showing of "Hard To Get" by consummating the tieup with local dealers. For inquiries regarding the possibilities, contact:

MR. LUCKEY BOWMAN
 BOWMAN & COLUMBIA
 155 East 44th St. New York City

CALOX TIE-UP

ACCESSORIES



22 x 28's
 Rental: 20c each



COLORED
 11 x 14's
 Set of Eight
 (only four shown)
 Rental: 35c



INSERT CARD
 Rental: 12c each



8 x 10 Color Glos
 Set of 10 (only four shown) — Rental 9c each



SLIDE
 15c each

GIRLS!
THIS KIND
OF A GUY IS

"Hard to Get"



MEN!
DITTO FOR
THE DAME!

He didn't like her...
she didn't like him...
so they fell in love!
Wow! Bam! Ouch! It's a
lesson in lovin' that's
easy to take and hard
to forget!

DICK POWELL
with OLIVIA DeHAVILLAND

and CHARLES WINNINGER
ALLEN JENKINS · BONITA GRANVILLE
MELVILLE COOPER · RAY ENRIGHT
Directed by
Screen Play by Jerry Wald, Maurice Lee and Richard Macaulay
From an Original Story by Wally Klein and Joseph Schrank
Suggested by a Story by Stephen Morehouse Avery
Music and Lyrics by Harry Warren and Johnny Mercer
A WARNER BROS. Picture

IT'S LOVE
THE HARD TO GET WAY!
IT'S FUN
THE EASY TO TAKE WAY!

9" x 12" LITHO
HERALD

Prices:
\$2.25 per M
5M and over
\$2.50 per M
less than 5M



8 x 10 SEPIA
FAN FOTOS
\$5.50 per M;
\$3.00 for 500;
\$1.50 for 250.



11 x 14
Color Glos
STAR
PORTRAITS

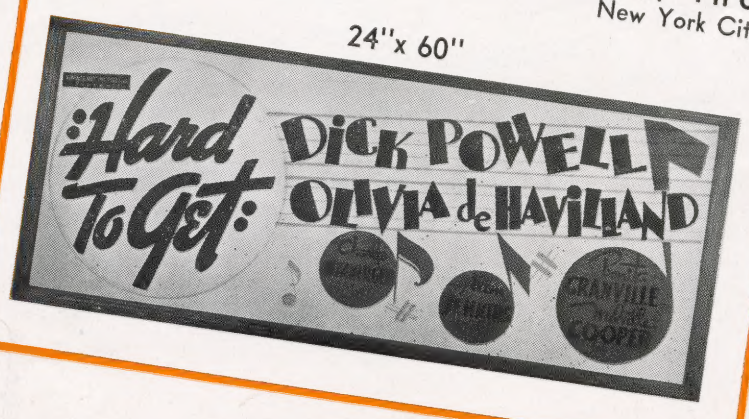
1 to 9
35c each
10 to 24
30c each
25 and over
20c each



NEW!!
SPECIAL
40 x 60

A three-in-one
display . . . stills
stars, and catch-
lines . . .

order from:
AMERICAN DISPLAY CO., Inc.
525 West 43rd St.
New York City



24" x 60"

X

"Hard to Get"

DICK POWELL **OLIVIA DE HAVILLAND**
CHARLES WINNINGER **ALLEN JENKINS**
BONITA GRANVILLE **MELVILLE COOPER**

Directed by Ray Enright

24-SHEET 1 to 4 — \$2.40 each; 5 to 9 — \$2.25 each;
 10 to 24 — \$2.00 each; 25 & over — \$1.75 each.

STORY BY JERRY WILD, BASED UPON THE PLAY BY JERRY WILD AND RAYMOND BRADLEY
 FROM AN ORIGINAL SCREENPLAY BY JERRY WILD AND RAYMOND BRADLEY
 DIRECTED BY RAY ENRIGHT
 PRODUCED BY WARNER BROS. PICTURES INC.

WARNER BROS.
PICTURES, INC.
 PRESENTS

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 PRODUCED BY WARNER BROS. PICTURES INC.

SIX-SHEET Rental 48c each
 (Same Design for REGULAR WINDOW CARD)

THREE-SHEET Rental 24c each

SPECIAL QUANTITY PRICES (for posting or sniping)	
ONE-SHEETS	
50 to 99	11c each
100 & over	9c each
SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 & over	60c each
THREE-SHEETS	
50 to 99	32c each
100 & over	28c each
REGULAR WINDOW CARDS	
1 to 49	7c each
50 to 99	6c each
100 & over	5 1/2 c each

Warner Bros.
PICTURES, INC.

"Hard to Get"

DICK POWELL
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CHARLES WINNINGER
ALLEN JENKINS
BONITA GRANVILLE
MELVILLE COOPER

Directed by Ray Enright

ONE-SHEET Rental 8c each
 (Same Design for MIDGET CARD — 4c each)

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Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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www.mediahistoryproject.org