

**IT'S AIMED STRAIGHT AT THE
BOX OFFICE!**

Paramount's Surprise Smash
Thriller Draws a Bead on
Your House Record.

**VERONICA
LAKE**

**ROBERT
PRESTON**

...and Paramount's got
another surprise for you...
In up-and-coming star sensa-
tion ALAN LADD! Watch him!

**"THIS GUN
FOR
HIRE"**

A Paramount Picture with
**LAIRD GREGAR
ALAN LADD**

Directed by FRANK TUTTLE
Screen Play by Albert Malitz and W. R. Burnett
Based on the Novel by Graham Greene

**Pull the Trigger on a Sure-Fire
Campaign Based on the Show-
manship Slants in This Book!**

PUBLICITY

advance readers

Veronica Lake Stars In Exciting New Film

ADVANCE READER

Back to the screen comes glamorous Veronica Lake, Paramount's blonde bomber in the new adventure-thriller, "This Gun for Hire," which opens at the Theatre. She is co-starred with Robert Preston in a cast which features a first-class supporting list headed by Laird Cregar and Alan Ladd, a young newcomer for whom the Hollywood ballyhoo drums are booming their loudest.

The screenplay, written by Albert Maltz and W. R. Burnett, the latter of "Little Caesar" fame, promises to be one of the most sensational stories of a killer and a man-hunt ever brought to the screen. Preview witnesses are reporting that Alan Ladd's portrayal of a cold-blooded killer has seldom been matched.

For Veronica Lake "This Gun for Hire" imposes a complete change of acting pace once again. Remember how she zoomed into film prominence as the siren of "I Wanted Wings?" That was a straight dramatic role that she carried off with impressive success. Then came her comic capers in that swell film joy-ride, "Sullivan's Travels." Now, in "This Gun for Hire," she returns in a role of power and sympathy as the girl forced to accompany a killer

on his marrow-chilling sorties, who in the end effects redemption of sorts.

Robert Preston, Veronica's co-star, who had the cops chasing him all over the place in "The Night of January 16th" and "Pacific Blackout," does an about-face in "This Gun for Hire," and plays a detective on the blood-stained trail of a killer who has no feelings until a girl's kindness arouses in him the first sparks of human emotions.

Laird Cregar, who amazed filmgoers with his unusual characterizations in previous pictures, can be depended upon to turn in another striking performance as a man who orders killings for a fifth-column ring but who is revulsed by violence.

From all indications it would seem that "This Gun for Hire" packs thrills and chills and presents a highly novel angle on romance.

Suspense, Thrills Coming to Rialto In 'Gun for Hire'

ADVANCE READER

When Paramount's new thriller-drama, "This Gun for Hire," reaches the screen of the Theatre, next it's likely that we moviegoers are going to view it from the edge of our seats — it's that exciting!

Starring honey-haired Veronica Lake and personable Robert Preston, "This Gun for Hire" features in its impressive cast Laird Cregar and Alan Ladd, new screen discovery who first captured the fans' attentions with his appealing performance in "Joan of Paris." His portrayal of the killer who falls for Veronica Lake in "This Gun for Hire" has already started a wave of enthusiasm that should carry him right on up to stardom.

While Ladd chills the blood in his killer-role, it's periodically warmed again by the presence of fiery-eyed Veronica Lake, the "blonde bomber" who scored spectacularly in "I Wanted Wings" and then charmed us in a comedy role in "Sullivan's Travels."

"This Gun for Hire" is the tension-packed story of a professional killer who's gunning for the head man of an Axis spy ring who double-crossed him. At the same time police are gunning for him for a series of murders. During this sizzling chase, Ladd, as the killer, meets Veronica, undercover agent for a Senate committee, decides to kill her and then changes his mind when he falls in love with her. That softens him up for Robert Preston, detective, who is Veronica's boy friend.

Ladd Plays Killer— Role Has Brought Others Film Fame

Playing a gunman on the screen leads to a violent end—but it also often leads to stardom.

That's the way it seems destined to work out for Alan Ladd, the skyrocketing young newcomer who plays a killer in the new Paramount adventure-thriller, "This Gun for Hire," which comes to the Theatre, starring Veronica Lake and Robert Preston and featuring Laird Cregar.

All Hollywood is betting that this handsome unknown will rise to stardom as a result of his striking performance in "This Gun for Hire." As a gun-toter slated for stardom, he has many examples to follow. Those who handled a gun in their first roles were James Cagney, George Raft, Edward G. Robinson, Brian Donlevy, Humphrey Bogart, Clarke Gable and many others.

Although Ladd has had several picture parts it wasn't until he played in "Joan of Paris" that he caught the fans' attention. That resulted in his being cast as the killer in "This Gun for Hire" and consequently ascending the springboard to quick stardom.

Ladd's portrayal of a trigger-man is said to be one of the most sensational and different ever brought to the screen. Instead of swaggering and scowling and doing everything but wear a sign announcing he's a tough guy, Ladd plays his role quietly, with the coldness of steel and the stealthy ferocity of a panther, to build suspense in his scenes.

After a succession of killings, in the story, Ladd goes soft about a woman. But that's to be expected when the woman happens to be Veronica Lake. While doing her a favor by turning his gun on a ring of spies, at the same time getting revenge for a double-crossing, he meets his end at the hands of Robert Preston, playing a detective and Veronica's boy friend.

Ladd Blackens Hair To Fit Screen Role

Alan Ladd, much-discussed newcomer skyrocketing to screen stardom, plays his first important role in films in the new Paramount romantic thriller, "This Gun for Hire," which opens at the Theatre, starring Veronica Lake and Robert Preston and featuring Laird Cregar.

But the up-and-coming film discovery won't be seen as he really is. His naturally blonde hair is dyed black to make him consistent with the character he portrays — a young, ruthless, psychopathic killer!



Still P2491-279 Mat 1PB-15

SLEUTH — Robert Preston is a detective on the trail of a killer in the new Paramount romantic thriller, "This Gun for Hire," which arrives at the Theatre, co-starring Veronica Lake and featuring Laird Cregar and Alan Ladd.

Veronica Is Singer In Her New Picture

Veronica Lake, the honey-blond scorching who soared to film fame in her first important role in "I Wanted Wings," in which she played the role of a night club singer, is a night-spot chanteuse again in "This Gun for Hire," Paramount thriller-drama due at the Theatre, co-starring Robert Preston and featuring Laird Cregar and Alan Ladd.

The singing is just a sideline with Veronica in the picture, because she's actually an agent for a Senator tracking down spies and fifth columnists. In the star's second film, "Sullivan's Travels," she didn't sing at all. But the studio received so many requests from fans that Veronica warble again, it was decided to arrange for her to sing in "This Gun for Hire," her third starring picture.

In "I Wanted Wings" the shapely star sang the hit tune "Born to Love." In "This Gun for Hire" she goes melodic with two numbers, "Now You See It, Now You Don't" and "I've Got You," which she sings dressed in skin-tight, glamorized fishing outfit.

While singing these two numbers Veronica does a magic act. Cards disappear and reappear; one golf ball suddenly becomes four in her fingers, and she suddenly puts fishes in a bowl where there weren't any before. Veronica was coached in these tricks by Jan Grippo, the magician.



Still 1932-113

Mat 2PA-30

TWO ON THE RUN — Veronica Lake is forced into a flight at gunpoint by new star "find" Alan Ladd, who flees police seeking him for murder, in the exciting new Paramount thriller, "This Gun for Hire," which comes to the Theatre. Robert Preston is co-starred, with Veronica. Featured is Laird Cregar.

Taut Drama, Fast Action Pace 'This Gun for Hire'

ADVANCE READER

The portents are that local filmgoers will be in for a jolting experience when "This Gun for Hire," new Paramount adventure thriller arrives at the Theatre, starring Veronica Lake and Robert Preston, and featuring an unusually capable cast including Laird Cregar and Alan Ladd.

If the fact that "This Gun for Hire" has an excellent cast, an absorbing screen play written by two top writers and was directed by an outstanding director, goes for anything, it ought to be a humdinger of blasting action packed with thrills and unusual romance.

"This Gun for Hire" was prepared for the screen by Albert Maltz and W. R. Burnett, the same Burnett who bowled us over with "Little Caesar." Preview observers credit "This Gun for Hire" with having an even greater impact.

Veronica Lake returns fresh from her brilliant comedy performance in "Sullivan's Travels." The Lake gal has already shown her mettle in both comedy and drama. She has been climbing

rapidly ever since her dramatic role as the vamp in "I Wanted Wings."

Alan Ladd made a lasting impression on the fans in his sensitive part as an aviator in "Joan of Paris." It was only a small role but he caught our fancy and gave unmistakable signs of star-strength. In "This Gun for Hire" he gets his first real introduction to the moviegoing public. It's a powerful part — that of a nerveless killer who gives up his own life to repay a kindness shown him by a beautiful girl — Veronica Lake.

Sharing the romance in Veronica's life in "This Gun for Hire" is handsome Robert Preston, to whom we are indebted for many entertaining roles. And it's always a pleasure to see huge Laird Cregar on the screen.

Preston Reforms

Robert Preston, who in two recent films enacted the role of a man hunted by the police, turns the tables in his newest Paramount picture, "This Gun for Hire," opening at the Theatre. He's a detective, who is aided in his hunt for a killer by Veronica Lake. The killer role is played by Alan Ladd, new film discovery.

Veronica Stars Again

Appearing in her third starring role since her start in films, Veronica Lake is seen opposite Robert Preston in Paramount's new thriller drama, "This Gun for Hire," which arrives at the Theatre. Laird Cregar and Alan Ladd are featured. Veronica previously starred in "I Wanted Wings" and "Sullivan's Travels."

advance features

Preston Changes Role—Pursuer—Not Pursued!

Robert Preston, let it be known, is taking a new direction in his film roles.

Instead of being chased by the cops in his films, he is now doing the chasing. The reversal takes place in "This Gun for Hire," new Paramount pulse-pounder due at the Theatre, in which the popular and handsome young actor co-stars with magnetic Veronica Lake.

In "The Night of January 16th" Preston led the gendarmes a merry chase through several action-packed reels, as he and pretty Ellen Drew raced away on the trail of a murderer. "Pacific Blackout" had him perpetually just a nightstick's length away from the police who wanted him for a murder he didn't commit in the first place.

But in "This Gun for Hire," Preston does a complete about-face by playing the part of a detective lieutenant on the trail of the Raven, a callous, cunning killer, portrayed by Alan Ladd, handsome young screen newcomer appearing in his first prominent role. What

makes the chase even more exciting in that Ladd forces Veronica Lake, Preston's sweetheart in the story, to accompany him on his flight, using her as a hostage and human shield.

By playing the part of pursuer instead of pursued, Preston actually is reverting to a type of role he played when he was beginning his career—that of a "Mountie" in "North West Mounted Police."

In "Union Pacific," in which he played his first important screen role, Preston played the part of an adventurer in the West, hard-riding and quick on the trigger. His mission was to help Brian Donlevy from halting the building of a railroad. He wound up getting shot, of course.

Scissors Almost Ruined Veronica's Stardom Chances

FEATURETTE

How close Veronica Lake came to not being celebrated as the glamorous screen star with the hair over one eye was revealed by the "blonde bomber" during the filming of her new Paramount film, "This Gun for Hire," which arrives at the Theatre, co-starring Robert Preston and featuring Laird Cregar and Alan Ladd.

When Veronica got a chance for a screen test some two years ago, she showed up at the make-up department to be prepared for the cameras. One look at that hair cascading over the right eye sent the hair stylists dashing for the scissors.

Veronica stubbornly refused to let them do any snipping, even if it cost her her chances for a screen career.



Still 1932-135 Mat 1PF-15
HIGH-TENSION ROMANCE and spine-chilling action are keynotes of the new Paramount adventure thriller, "This Gun for Hire," starring Veronica Lake and Robert Preston (above), which comes at the Theatre. Laird Cregar and Alan Ladd are featured in the exciting film.

Ladds Miles Apart!

Alright, alright, so it does sound like a press agent's pipe dream, but with one hand on a stack of Bibles and the other on the typewriter, we hereby tell the following story.

When Laird Cregar, the massive young character actor, reported for work in "This Gun for Hire," new Paramount adventure thriller, he brought along a few letters he knew Alan Ladd, his fellow-actor would be interested in seeing. Both are featured in the new film, starring Veronica Lake and Robert Preston, which opens at the Theatre.

The letters were addressed to Alan Ladd Miles, General Delivery, Los Angeles. Yes, that was Cregar's name when he first came to Hollywood several years ago!

He made up that name when he left his Philadelphia home for Los Angeles. The Alan was for no reason at all, the Ladd was a play on Laird and the Miles were for those he planned to travel.

Actress Changes Name—She's Doing Alright Now!

If you don't succeed at first in Hollywood, try, try again — but under another name!

Pamela Blake, young brunette beauty fast rising to Hollywood stardom, added that last part to the familiar axiom and she's been doing alright since. Right now she's winning enthusiastic critical applause for her dramatic acting in the Paramount thriller drama, "This Gun for Hire," which makes its local bow at the Theatre, starring Veronica Lake and Robert Preston, and featuring Laird Cregar and Alan Ladd.

A beauty contest winner, Pamela was brought to Hollywood for a bit role in "Eight Girls in a Boat." She was then Adele Pearce. But the breaks didn't come her way and she left. As Pamela Blake in "This Gun for Hire," she's here to stay.

special art



Still 1932-33

Mat 2PE-30

LOVE COMES TO A KILLER — Alan Ladd, playing the hair-raising part of a cold killer, goes tender for Veronica Lake in Paramount's new thriller romance, "This Gun for Hire," which comes to the screen of the Theatre, co-starring Robert Preston.

Glamour Takes Beating, Veronica Lake Learns

Glamour is taking a beating in Hollywood! Cinemaland's top glamour actresses are being bounced and biffed about and taking all kinds of punishment in their screen stories, but does that dim their glamorous lustre? No!

As an example of the tough times the glamour girls are having, we need go no further than Veronica Lake, one of the most glamorous "discoveries" the screen has made in years.

At present the honey-haired beauty is co-starring with Robert Preston in the Paramount dramatic-thriller, "This Gun for Hire," which comes to the Theatre, featuring Laird Cregar and Alan Ladd. In the story she is forced to spend a night in a shanty with a psychopathic killer who wavers between killing and making love to her; she climbs fences; rolls down embankments; crawls through tight drain pipes, and is a human shield for the killer, played by Alan Ladd, who is fleeing the police. Nevertheless, The Lake manages to wear several chic costumes,

preserve her glamour — and even find something to sing about — the latter because she's a nightclub singer and magician.

In "I Wanted Wings," which sent her flying towards stardom, she got her first taste of the rigors of screen acting. She was a meanie who was sought by the cops for murder and who eventually died in the wreckage of a Flying Fortress which she caused to crash. After that, in her second picture, "Sullivan's Travels," in accordance with the script, she accompanied Joel McCrea on his bizarre journey, sleeping in flop houses, wearing tattered male clothes and eating mulligan stew in hobo jungles.

Glamour takes a beating but it's still in shape — as witness Veronica Lake.

Author of 'Little Caesar' Prepares New Film Story

"This Gun for Hire," the new Paramount romantic thriller coming to the Theatre, contains one of the most hair-raising portraits of a killer ever brought to the screen, and there's a good reason for it.

The screenplay was written by Albert Maltz and W. R. Burnett. Burnett was the writer who achieved fame by writing "Little Caesar," one of the most successful of the gangster-racketeer stories.

Starring Veronica Lake and Robert Preston, "This Gun for Hire" features Laird Cregar and Alan Ladd, sensational screen newcomer, who plays the part of The Raven, a psychopathic, cold-blooded killer.

One phase of the story of "This Gun for Hire" deals with the activities of a spy ring. Ladd, for vengeance, wipes it out by gunfire.

Cregar, Ladd Worked Up From Film Laborer Jobs

Laird Cregar and Alan Ladd, two of the screen's most shining new discoveries, both got their breaks the hard way.

The two actors, who have strong featured roles in the new Paramount adventure thriller, "This Gun for Hire," which arrives at the Theatre, starring Veronica Lake and Robert Preston, once worked as laborers in film studios before they got a chance to act before the cameras.

Cregar was a laborer at Paramount studios and at one time he took a job as night watchman. Ladd for several months toiled on the sets at Universal.

Ladd, whose performance in "This Gun for Hire" is pointing him towards stardom, appeared in "Joan of Paris" with Cregar. Ladd played an anti-Axis aviator. Cregar was a brutal Gestapo agent in the same film.

Due for Stardom, Alan Ladd Started As Studio Worker

PLAYER FEATURE

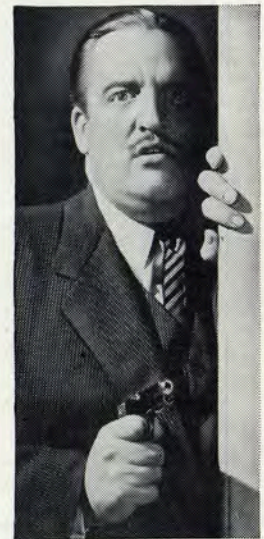
Alan Ladd, handsome young screen newcomer, who already has an army of fans rooting for him, was a laborer in a film studio before he got a chance to act in front of the cameras!

Ladd has blasted his way right out of obscurity with his sensational role of the killer in "This Gun for Hire," new Paramount adventure thriller due at the Theatre, with Veronica Lake and Robert Preston in the starring roles and Laird Cregar in an important featured spot.

Ambitious to become a screen actor, but unable to obtain a role, Ladd got a job as a laborer at Universal Studios, to be able to get past the studio gates. For about two years most of his work consisted of rigging up scaffolding in the rafters for the lights. But never once was he able to get in front of a cranking camera.

The two years of steady work, however, did give him enough money to study at an outstanding school of acting. Finally he quit his studio labors when a Los Angeles radio station gave him a chance to act. He was the station's only stock actor and played all kinds of roles. It was valuable experience.

Sue Carol, the former screen star, watched him perform one day and realized his screen potentialities. Miss Carol, who has turned actors' agent, called him to the attention of Hollywood film-makers.



Still 1932-77

Mat 1PG-15

LAIRD CREGAR contributes another of his striking screen characterizations, this time as a man who directs murder while eating peppermint candies. As a very tender-hearted killer in "This Gun for Hire," new Paramount thriller due at the Theatre, he is featured in a cast including Veronica Lake and Robert Preston, with Alan Ladd.



Still P2745-122 Mat 1PE-15
SPY DESTROYER — Veronica Lake, glamorous "blonde bomber" of the screen, leads a spine-chilling life as a night club singer who is also an anti-spy agent, in "This Gun for Hire," new Paramount adventure thriller due at the Theatre, co-starring Robert Preston and featuring Alan Ladd and Laird Cregar.

High-Tension Pace Keys Film Drama On Local Screen

PREPARED REVIEW

Replete with many story thrills and several brilliant acting performances, Paramount's compelling story of a chase after a killer, "This Gun for Hire," opened last night at the Theatre, starring Veronica Lake and Robert Preston, and featuring Laird Cregar and Alan Ladd.

"This Gun for Hire" tells the exciting story of a killer on the loose stalking two men who double-crossed him, a girl he forces into flight with him, who is an anti-spy agent, and the eventual destruction of the spy ring and the killer himself. Last night's audience found the picture full of suspense and tension.

Looking lovelier and more stirring than ever, Veronica Lake contributes a rousing performance as the beautiful anti-spy agent and night club singer who becomes involved in the killer's breath-taking flight. Preston, as her detective sweetheart, handles his assignment with smooth ability, and Laird Cregar and Tully Marshall do superlatively with their Axis super-spy roles.

Alan Ladd's characterization of the killer without a conscience must be set down as one of the best performances of the year. It is almost blood-curdling in its intensity, a performance that can stand comparison with the best of its kind the screen has ever presented. Stardom is in his capable grasp. When you see him in "This Gun for Hire" you're going to add him to your list of star favorites.

For high-tension thrills and romance that's different, we wholeheartedly recommend "This Gun for Hire."

Veronica Lake Could Use Her Hat Band for a Belt!

Veronica Lake could wear her hat band for a belt!

The slender "blonde bomber," who co-stars with Robert Preston in the new Paramount drama thriller, "This Gun for Hire," opening at the Theatre, measures exactly twenty-one-and-a-half inches around the waist. That's exactly her hat size, too!

The honey-blond star maintains her trim figure despite the fact she is a big eater, eats ham and eggs for breakfast, frequently having thick steaks for lunch and ice cream between meals.

Alan Ladd Stands Out In Veronica Lake Hit

PREPARED REVIEW

"This Gun for Hire," Paramount's exciting new drama, starring Veronica Lake and Robert Preston and featuring Laird Cregar and Alan Ladd, opened at the Theatre last night.

Right from the start "This Gun for Hire" fastens a grip that remains unrelaxed until the very last scene. Here is a new film that has a powerful fascination, different from any thing you've seen before.

Returning to the dramatic pace she set in "I Wanted Wings," Veronica Lake, last seen in a comedy role in "Sullivan's Travels," turns in a glowing performance as the girl embroiled in a killer's flight in "This Gun for Hire." Heart palpitations are inevitable when this shapely Lake gal is on the screen.

Alan Ladd, a sure bet for screen stardom, is seen as The Raven, a callous killer sought by the police for murder. He seeks vengeance against a pair of double-crossers who turn out to be Axis spies. His performance has the surprise and effect of a shot in the dark. But despite its cold, quiet, fer-

ocity, Ladd's role has plenty of sympathy! You're going to see a lot of this handsome young man from now on!

Robert Preston, as Veronica Lake's detective boy friend, who amputates Alan Ladd's crime career, has an exciting part and acts it to the limit. Laird Cregar, one of the screen's best new featured players, and Tully Marshall are excellent as a pair of cunning and ruthless Axis agents.

"This Gun for Hire" tells the story of a ruthless young psychopathic killer who is betrayed to his death by a moment of weak sympathy for a girl he holds hostage against the police.

CLOSE CALL!

Quarter-Ton Camera Boom Grazes Actor Ladd's Head

Buck Walters, who handles the huge camera boom at Paramount, almost went into a fit of hysterics after successfully manipulating a huge camera boom to within one-half inch of Alan Ladd's head for the opening scene of the dramatic thriller, "This Gun for Hire," which opens at the Theatre, starring Veronica Lake and Robert Preston.

The boom, you see, weighs some four hundred pounds, and calls for some pretty delicate handling. In this particular scene, which required retakes, the camera starts in a corner of a room and rapidly moves down upon Ladd, asleep in bed. The boom must continue until it is only about a thumb's width from his skull.

A slight error might have resulted in injury to the actor. Was it any wonder Director Frank Tuttle gave Buck Walters the rest of the day off?

In "This Gun for Hire," Ladd plays the part of The Raven, a handsome, but strange young man with a killer complex. Veronica Lake is a night-club-singing anti-spy agent, who enlists Ladd's help against a spy ring.



Still 1932-102

Mat 2PD-30

KILLER ON THE LOOSE — Alan Ladd, handsome new screen personality who is rocketing towards stardom, turns a vengeful gun on Veronica Lake and Laird Cregar, in his role of The Raven, conscienceless killer in "This Gun for Hire," new Paramount spingler due at the Theatre, co-starring Robert Preston.

Veronica Lake Dons Boy's Garb for Role

Screen stories that put boys in girls' clothing and girls in boys' outfits are getting to be quite fashionable in Hollywood these days.

Additional proof of this is provided by Veronica Lake, who dons a man's outfit in the exciting new Paramount thriller, "This Gun for Hire," which arrives at the Theatre, co-starring Robert Preston and featuring Laird Cregar and Alan Ladd.

The shapely star, in the story, dresses as a boy to lure police away temporarily from the hiding place of Alan Ladd, to give him a chance to destroy the heads of a ring of spies.

In her previous starring picture, "Sullivan's Travels," Veronica dressed as a hoboette. Jack Benny, for laughs, put on a dress for "Charley's Aunt," and Bob Hope wore a woman's delicate negligee in "Nothing But the Truth."

Paulette Goddard in "The Lady Has Plans," donned a man's gym outfit to outwit Gestapo agents when she and Ray Milland were trapped in their headquarters. There are many other similar illustrations.



Still 1932-108

Mat 2PC-30

COLD MENACE — Alan Ladd, sensational screen newcomer, portrays The Raven, a nerveless killer who falls for a pretty anti-spy agent in Paramount's "This Gun for Hire," opening at the Theatre. The new thriller stars Veronica Lake and Robert Preston and features Laird Cregar.

New Magic Tricks Learned for Role

Veronica Lake, the sultry honey-blond who accomplished the difficult trick of achieving stardom with a single important role in "I Wanted Wings," had to learn the art of magic for her starring role in Paramount's new romantic thriller, "This Gun for Hire," which opens at the Theatre, co-starring Robert Preston and featuring Laird Cregar and Alan Ladd.

To prepare for the part, that of a night club singer who performs magic feats as part of her act, the curvaceous blonde star placed herself under the tutelage of Jan Crippio, a Hollywood actors' agent, who is well-known as an expert amateur magician.

Veronica caught on fast to the wizardries of legerdemain. In less than a week she was able to perform sleight-of-hand tricks like a veteran, make fish appear and disappear in a fish bowl and make a single golf ball split into five.

In "This Gun for Hire," an important story turn is Veronica's dropping of cards to leave a trail for Robert Preston to follow when she is abducted by Alan Ladd, who plays the part of a fleeing killer.

Cregar Is Axis Tool Again In Film Thriller Due Soon

Laird Cregar, bulky, two-hundred-and-eighty pound actor, who played the part of a ruthless Axis agent in "Joan of Paris" and thereby won the plaudits of fans and critics, is again an Axis agent in "This Gun for Hire," new Paramount thriller opening at the Theatre.

While essentially "This Gun for Hire," which stars Veronica Lake and Robert Preston, and features Alan Ladd, is the exciting story of a chase after a killer, one phase of its plot deals with the activities of a spy ring.

Another memorable Cregar role was the portrayal of the relentless detective who tries to frame Victor Mature on a murder charge in "I Wake Up Screaming."

Powerful Drama, Romance Offered In 'Gun for Hire'

PREPARED REVIEW

Moviegoiners who saw Paramount's adventure thriller, "This Gun for Hire," open last night at the Theatre were handed a jolt that's going to last them quite a long time. Yes, "This Gun for Hire" packs that many thrills!

Starring lissome Veronica Lake and handsome Robert Preston, "This Gun for Hire" features Laird Cregar and Alan Ladd, who deserves stardom on the basis of his dynamic characterization of a cold-blooded killer.

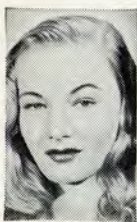
It is with explosive force that the new film arrival tells the novel story of an unfeeling killer who wins a sort of redemption at the end by wiping out the "brains" of a spy ring, even while he is sought by the police for a series of murders. Thrill is piled upon thrill as the chase develops, with the killer holding the sweetheart of a detective lieutenant as hostage, and wavering between killing and falling in love with her. Frankly, it made this reviewer's hair stand on end.

Veronica Lake, as the night club singer sweetheart of the detective, who is forced to accompany the killer on his flight from the police and towards revenge, turns in her best performance. She proves herself a real actress, not merely a glamour girl.

Robert Preston, who recently gave us two exciting performances in "The Night of January 16th" and "Pacific Blackout," likewise is admirable as the pursuing detective. Laird Cregar, as the mountainous agent for a foreign government, is splendid. Tully Marshall, as the spy ring "brains" is properly hateful, and that's a tribute to this fine actor.

Speaking bluntly, this young newcomer, Alan Ladd, is nothing short of terrific as the nerveless killer whose human instincts are stirred by his love for Veronica Lake and an appeal to his patriotism.

Cast Standouts



VERONICA LAKE has achieved what only a few Hollywood players have — stardom after only a single important role. The shapely, honey-blond screen charmer leaped to the heights after a conquest as the siren in "I Wanted Wings." Then Preston Sturges,

the Hollywood writing-directing wizard, starred her in this comedy, "Sullivan's Travels," which boomed Veronica's popularity still higher. Now the curvaceous "blonde bomber" is displaying her versatility in "This Gun for Hire," new Paramount dramatic thriller opening..... at the..... Theatre, co-starring Robert Preston and featuring Laird Cregar and Alan Ladd. This amazing gal with the over-one-eye hairdo, which has caused imitations among thousands of girls, was born in Lake Placid, New York. As a very young girl, her ambition was to become a surgeon. She actually was preparing herself for a medical career, when her father moved to Hollywood for his health. One day she accompanied a girl friend to a movie test at a studio. The girl received a test and so did Veronica. But it was Veronica who was selected for stardom.



LAIRD CREGAR just a couple of years ago was sleeping on the back seat of a friend's sedan, so impoverished was he. Today Cregar is hailed as one of the most important character actor finds in years, currently winning praises for his trenchant performance in the new Paramount adventure thriller, "This Gun for Hire," which comes..... at the..... Theatre, starring Veronica Lake and Robert Preston and featuring Alan Ladd. Cregar is a huge man, standing six feet four and weighing two hundred and eighty pounds. His massiveness makes him look older than his actual twenty-five years. Cregar was just a boy when he decided upon acting as a career. Born in Philadelphia, his parents sent him to England to be educated at the Winchester Academy. During Summer vacations he appeared as a page boy with the famous Stratford-on-Avon Players. Back home, at the age of sixteen, he hoofed it out to Hollywood for an acting career. All he got out there in the studios were jobs as a laborer and watchman. But civic officials in Philadelphia, who had seen him act on the stage, later on decided to finance his Hollywood career.



ROBERT PRESTON, handsome young leading man of the screen, is a product of the little theatre movement. He is another star who disproves the theory that local boys have to leave their home towns in order to make good in an acting career. Preston

was born in Newton Highlands, Mass., but his family moved to Los Angeles when he was two. He was educated in Los Angeles Public schools and at the Lincoln High School, where a dramatics teacher stirred his first interest in the theatre. Upon graduation he joined the Pasadena Community Playhouse troupe. There he played all kinds of roles. A movie scout saw him in action one night in a Shakespearean play and offered a screen test. Soon after he passed, he was playing important roles, such as in "Union Pacific," "Beau Geste" and "North West Mounted Police." Right now he is co-starring with Veronica Lake in the new Paramount romantic thriller, "This Gun for Hire," which opens..... at the..... Theatre, featuring Alan Ladd and Laird Cregar. He plays a detective who pursues a ruthless killer.



ALAN LADD, whom Hollywood is boasting as the greatest screen find in fifteen years, prefers to be known as a home town Hollywood boy. He calls Cineland his home town although he was born in Hot Springs, Arkansas. His family moved to California when he was very young. At North Hollywood High School he was an athletic star, and participated in school theatricals. To get into the studios, he once worked as a laborer for two years so he could watch pictures being made. He quit the job when he got an opportunity to act on a local radio station. An agent heard him one day and obtained several roles for the handsome young coming star. In "Joan of Paris," he got a real chance to act and attracted widespread attention. He plays his first important role in "This Gun for Hire," the new Paramount dramatic thriller due..... at the..... Theatre, starring Veronica Lake and Robert Preston and featuring Laird Cregar and Tully Marshall. He has the role of an unfeeling killer who goes soft for the first time when he falls for a beautiful girl — Veronica.

Brief Readers

Making its local bow, Paramount's new drama thriller, "This Gun for Hire," opens..... at the..... Theatre, starring Veronica Lake and Robert Preston and featuring Laird Cregar and Alan Ladd. It's an exciting story of a professional killer who goes soft for the only time in his life, falls for a girl who shows him kindness, and helps her smash a ring of Axis spies.

Veronica Lake is the glamorous anti-spy agent; Robert Preston her detective sweetheart; Alan Ladd, sensational young newcomer slated for stardom, is the killer, and Laird Cregar and Tully Marshall spy ring heads.

Screenplay for "This Gun for Hire" was written by Albert Maltz and W. R. Burnett, author of "Little Caesar."

Teaming Veronica Lake and Robert Preston in a new starring combination, Paramount's new adventure thriller, "This Gun for Hire," comes..... to the..... Theatre, including in its impressive feature cast Laird Cregar, Alan Ladd, sensational young newcomer, and Tully Marshall.

With Veronica in the role of a night club entertainer who is an anti-spy agent, Robert Preston as her detective sweetheart, Alan Ladd as a cold-blooded killer, and Cregar and Marshall, as Axis spies, "This Gun for Hire" tells the suspense-filled story of a hunt for a professional murderer who abducts a girl undercover agent, falls for her and then helps her wipe out a spy ring.

Director Frank Tuttle directed "This Gun for Hire."



Still 1932-48

Mat 2PB—30

THEY CONFESS — Putting the heat on with a potent "persuader," Alan Ladd melts a spy confession from massive Laird Cregar, as Tully Marshall, in the chair, awaits his turn to admit fifth-column activities. The tense scene is from the new Paramount dramatic thriller, "This Gun for Hire," which arrives..... at the..... Theatre, starring Veronica Lake and Robert Preston.

Has to Quake Like Jelly, But Cregar Admires Role

CURRENT FEATURE

Laird Cregar, hailed as one of the finest young character actor discoveries in years, declares that his role in the new Paramount adventure thriller, "This Gun for Hire," currently on the screen of the..... Theatre, is the most exciting he's ever played.

"It's all because of the fear complex the fellow has," says Cregar.

"It's a swell character, a mammoth man who is afraid of violence and nauseated by the thought of bloodshed, and yet directs murders for an Axis spy ring. You have no idea, however, how much physical work it requires of a large man to quake like jelly in simulated fear."

Cregar, who stands six-feet-four and weighs two hundred and eighty pounds, is an Axis agent in "This Gun for Hire," which stars Veronica Lake and Robert Preston, and features Alan Ladd and Tully Marshall. You'll probably remember Cregar as the brutal Nazi agent of "Joan of Paris" and the massive detective of "I Wake Up Screaming."

Born in Philadelphia, Cregar, who incidentally is only twenty-five, tried to reach Hollywood several years ago

to act in films. Having no money for the trip he haunted the office of the Rotary Club in the Quaker City trying to get a loan. He finally persuaded the officers of the organization that he'd be a big star some day and would repay the loan. They agreed.

But hard luck dogged him, and he went to work as a laborer in a film studio. When he started getting into the chips, he repaid the Rotary loan. "Hudson's Bay," was his first picture, followed by a succession including "Blood and Sand," "Charley's Aunt" and "Hot Spot."

To add years to his appearance for his role in "This Gun for Hire," Cregar resorted to only two simple makeup tricks, which he himself figured out. He put on a neatly trimmed mustache

'This Gun for Hire' Keeps Things Going

Since the beginning of motion pictures, chase scenes with all their thrills have always been popular with movie audiences. The fans have gasped at wild pursuits and enjoyed every minute of them.

Flicker fans will once again have an opportunity to enjoy the thrills of a screen chase when Paramount's new and dramatic pulse-pounding, "This Gun for Hire," arrives..... at the..... Theatre, starring Veronica Lake and Robert Preston and featuring Laird Cregar and Alan Ladd.

There are several chases in the picture, each trying in with each other. In the story Ladd is a killer trying to catch up with a pair of double-crossers, who turn out to be Axis spies.



Still 1932-94

Mat 1PC—15

TRIGGER MAN — Blasting a path to screen stardom, handsome Alan Ladd plays the sensational role of a psychopathic killer who turns soft for a girl in Paramount's "This Gun for Hire," which opened last night at the..... Theatre, starring Veronica Lake and Robert Preston.

Ladd's Film Career Parallels Veronica's

FEATURETTE

The careers of Veronica Lake and Alan Ladd, who play top roles in "This Gun for Hire," Paramount thriller drama due..... at the..... Theatre, are strikingly similar.

Their courses are parallel in that each skyrocketed to film fame after only one important role. Veronica won stardom through her sensational performance in "I Wanted Wings" and then appeared in "Sullivan's Travels." "This Gun for Hire" is her third starring vehicle.

Ladd a handsome blonde young man, is called the greatest screen find in fifteen years by three noted directors and a talent supervisor — Directors Richard Wallace of RKO, Frank Tuttle and Stuart Heisler of Paramount, and Talent Supervisor William Meiklejohn of Paramount.

In "This Gun for Hire" Ladd plays the part of a strange psychopathic killer, who falls for a girl who is kind to him — Veronica Lake.



Still 1932-104

Mat 1PD—15

TENSE DRAMA — Alan Ladd wavers between killing and falling in love with Veronica Lake, after he forces her into flight with him as the police seek him for murder in the Paramount romantic thriller, "This Gun for Hire." The film opens..... at the..... Theatre, co-starring Robert Preston and featuring Laird Cregar. Ladd plays the part of a cold-blooded killer, who falls for a girl.

All Four Cuts On One Mat—MAT 1PA.—15

That Track Training Isn't Bad for Ladd!

Alan Ladd, who won laurels as a scholastic track star, has a role in "This Gun for Hire," new Paramount thriller romance, which keeps him racing away from the police from the first scenes to the last!

Ladd, playing the role of a hard, cold-blooded killer, is featured with Laird Cregar in the new film drama, which opens..... at the..... Theatre, starring Veronica Lake and Robert Preston. A graduate of North Hollywood High School, Ladd, for whom stardom is predicted, was a well-known athlete, excellent in running, swimming and putting the shot.

Flouts Directing Tradition By Beginning at Beginning

Frank Tuttle, the Paramount director, has smashed another screen convention which had seemed inviolable.

Instead of beginning filming on "This Gun for Hire," new adventure thriller coming..... to the..... Theatre, somewhere in the middle, or at the end, the way pictures are made regularly, Tuttle actually began at the beginning.

Tuttle said he began this way because the first scene establishes the suspenseful mood of the picture, and he wanted the players to feel that mood. "This Gun for Hire" stars Veronica Lake and Robert Preston and features Alan Ladd and Laird Cregar.