

Sunday, 30 September 2018

Peroxide That Polar Bear!

How does a movie studio publicise its latest blockbuster, other than buying advertising and supplying theatres with one-sheets and maybe a promotional kit?

Let's find out.

I'm not so sure this United Press story from 1939 about ideas to push a Jack Benny movie is tonguein-cheek. Maybe this really happened as reported. You never know in Hollywood. Certainly all the Paramount publicity people mentioned in it were real. For the record, they were Terry DeLapp (department head), Ed Churchill, Jean Bosquet, Don Ashbaugh, Kathleen Coghlan (fan magazine publicist), Don Chatfield, Bert Holloway, Don King, Steve Brooks, Ralph Hustin, Gretchen Messer (fashion editor) and Edward Mills.



IDEA PARLEY IS HELD FOR BENNY FILM

How Press Agent and His Aides Map Attack Is Disclosed.

By Frederick C. Othman

United Press Hollywood Correspondent.

HOLLYWOOD, Oct. 20.

We were in the conference room at Paramount today where the publicists were deciding how to make America conscious of a motion picture entitled "Buck Benny Rides Again."

This film will feature a radio star named Jack Benny, a polar bear called Carmichael, and a dusky comic named Rochester.

Boss Press Agent De Lapp and a dozen helpers were mapping their attack upon the public.

Mr. De Lapp: "We don't want to overlook this Mr. Rochester. And we might even go to Reno for the premiere to cash in on the dude ranch stuff."

Mr. Churchill: "We can't find us a Carmichael. Polar bears are hard to tame."

Mr. Ashbaugh: "I know a trained brown bear named 'Big Boy.' Couldn't we peroxide him?"

Mr. Bosquet: "They whitened two tigers for the last Anna Mae Wong picture."

Mr. Churchill: "It's dangerous to paint a bear."

Mr. Holloway: "Are any of the girls set yet?"

Mr. De Lapp: "Not yet, but there'll be four of 'em. And the Abbott Dancers. They ought to be swell for roto leg

Miss Messer: "They'll be wearing summer clothes. We've already got a tieup with a manufacturer."

Mr. De Lapp (in an aside): "Where's Johnny Engsted?"

Mr. Brooks: "He's out looking for a stained glass window."

Mr. De Lapp: "Oh."

Miss Coghlan: "The fan magazines should go for some Easter art."

Mr. De Lapp: "Let's get Benny in a jackrabbit roundup."

Mr. King: "Maybe we can have a picture of a jackrabbit pulling Benny out of a hat."

Mr. De Lapp: "Well if we can't get a live Carmichael. we'll have to have a stuffed bear for the stills."

Mr. Brooks: "There isn't a stuffed bear in Hollywood. We've looked."

Miss Coghlan: "I understand Benny is afraid of horses."

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Fernando Llera Blog Cartoons



Public **Function** Secretary creates new online platform to fight

corruption. - ©2019 fernandolleracartoons.com 16 minutes ago

🖺 Cartoon Research

Pondering "Pocahontas" - I think Disney's Pocahontas will seem better as time passes. While it is flawed, there is still much to recommend in it. Here's my opinion.

6 hours ago

Rews From ME

Today's Video Link - Part of the Tony Awards ceremony vou never see at home is what goes on during the commercials. On the most recent telecast, host James Corden got Billy Por... 7 hours ago

Rip Jagger's Dojo



Panther Girl Of The Kongo! - I have one word for vou in regards the

serial* Panther Girl of the Kongo *-- *Crawdads*! This movie purports to have monsters, but it turns out those cla..

8 hours ago

Movies with Michael



Movie Review: Once Upon A Time ... In Hollywood -Michael's Movie

Mr. Brooks: "Anyhow he has agreed to sit on a horse, if we can find one that can rear safely."

Mr. De Lapp: "What about Benny's Maxwell auto?"

Mr. Huston: "Maybe we can find a guy named Maxwell who will sue Benny for defaming the family name."

Mr. Mills: "Let's get Benny to write a magazine story on how to tame a polar bear."

Mr. Holloway: "What we need is a good layout of Pratt Falls."

Mr. Del Valle: "Can't we get a by-line story by the bear on how he became a star?"

Mr. Ashbaugh: Let's send Frank Buck out to get us a bear. He oughtn't to charge too much."

Mr. Del Valle: "A picture showing Benny being thrown off a mechanical horse should be funny."

Mr. Mills: "If we can't get a bear, we ought to have a bear rug anyway."

Miss Coghlan: "We must start a nation-wide search for the oldest Maxwell."

Mr. Holloway: "Then we can get Benny to speed in it down Hollywood boulevard and have him arrested."

Mr. Chatfield: "I've got an idea for a giveaway, aluminum coins that say 'one buck."

Mr. King: "I believe we should get a double for Benny to be bucked off a horse for the Paramount newsreel. They ought to go for that."

Mr. Bosquet: "If there's anybody in the cast about to get a divorce, they ought to have him do it in Reno, "while the picture is in production."

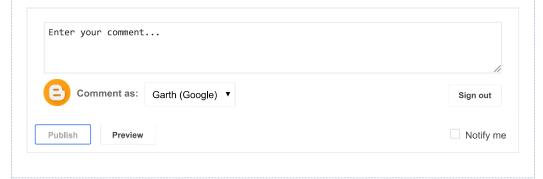
Mr. De Lapp: "Unless we can talk him out of it, altogether."

The boys went on from there, far into the night. They hold these idea meetings at the start of every picture and a stenographer takes down each word they say. Then the hair begins to fly. Woe is the actor who balks at co-

Posted by Yowp at 07:01 Labels: Jack Benny

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Grade: A- Review: An affectionate (though not exactly uncritical) love letter to 60's cinema that is irresistible. If I were to give vou ... 9 hours ago

Yowp



Scooter Looter Cycle -*Scooter Looter* is one of the Hanna-

Barbera cartoons that's chock-full of short cuts and the kind of cartoon that never would have been made the following... 1 day ago

E Termite Terrace headlines



Popeye Cans the Spinach (Commerci al Corner) -Due to the Tom and

Jerry hiatus, the monthly commercials are returning. This month we'll look at Popeye canning the spinach and advertising with other a...

3 days ago

The World of Knight SATURDAY



AFTERNO ON - Nice view. I actually drew it into a panel today.

5 days ago

Way Too Damn Lazy To Write A Blog



The Classic Comedy Rorschach Test - * In

5 days ago

Mark Kausler's CatBlog Racketty Ann's Mystery

Flight! - Here are pages 5 through eight of "Racketty Ann and the Lost World". There's delightful fantasy here as Racketty Ann and Bla Bla take a ride on the back o...

6 days ago

Peter Gray's Comics and Art



New blog on my Art work...Origi nal art...prints for sale

petergrayart

ist@gmail.com for prices

https://petergrayart.blogspot

.com/ Will update it like I do on facebook.

2 weeks ago

Supervised By Fred Avery: Tex Avery's Warner Brothers Cartoons



Coming Soon To This Blog...

1 month ago

What About Thad? Chris Reccardi Interviewed

- I don't want to start a practice of publishing an interview every time someone from Ren & Stimpy dies, but Chris Reccardi (1964-2019) was too important a f... 2 months ago

Likely Looney, Mostly Merrie

That's all, folks! - My posts have gotten thinner over the years. I'm aware of that. I've been hopeful for a long time, that I can remain active with blogging and sharing furth... 6 months ago

Kids, Eh? #1288: Bird Call - #1288: Bird Call 10 months ago

Cartoons, Model Sheets, & Stuff



Pete Hothead Model Sheets -Here are a few model sheets from

the first Pete Hothead short. Released in 1952 and directed former Tom & Jerry animator Pete Burness. Ted Parmelee was the...

1 year ago

Dr. Grob's Animation Review

He Poses for his Portrait -

'He Poses for his Portrait' is the second of only two surviving Newlyweds cartoons Émile Cohl made in the United States. 1 day ago

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Peroxide That Polar Bear!

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