

Don't Call Yourself a Showman *till you've played*

“DON'T CALL IT LOVE”!

WILLIAM DE MILLE'S "Don't Call It Love" was an absolute mop-up at the Rialto Theatre, New York. It opened to the biggest business on Broadway with the exception of "The Ten Commandments." And on the Sunday before Christmas, the low-tide theatre day of the year, at that!

Every matinee and night "Don't Call It Love" was a sell-out. Here are three reasons why:

1. **THE TITLE**—If you don't think "Don't Call It Love" is a good box-office title, see the line that drops in just because they read it in the electric lights.
2. **THE CAST**—The term "all-star cast" is much abused. But here is one worthy of being shown, in full, in lights: Agnes Ayres, Jack Holt, Nita Naldi, Theodore Kosloff, Rod La Rocque, Robert Edeson.
3. **THE STORY**—The modern "Fool There Was" told in the modern manner. A love comedy, full of humor, charm and appeal for both women and men, done as only William de Mille can do it.

You can afford to make a real noise when you get "Don't Call It Love."
Facts prove the picture will do the rest!

Screen play by
CLARA BERANGER
from the novel "Rita
Coventry" by Julian Street
and the play by
Hubert Osborne



A
Paramount
Picture