

THE **Jilm** DAILY
 THE NEWSPAPER OF FILMDOM ALL THE NEWS ALL THE TIME
 CAVALCADE

1939

SHIRLEY TEMPLE

*A Ten Year Old Star Who During
the Past Four Years Has Been
'Tops' at Film Boxoffices*



AS a phenomenon in the history of the show business and among all children, Shirley Temple stands as absolutely unique. For four successive years she has led all other stars in the film industry as the number one boxoffice attraction of the world. But Shirley's influence has been wider than this—there is no country in the world, both civilized and uncivilized where at some time or another her pictures have not been shown.

In the Orient she is called "Scharey," in Central Europe it is "Schirley," but throughout the English speaking world "Shirley Temple" stands as a universal symbol of childhood. No child in history has been so well known or universally beloved.

Yet even in the blase annals of film history Shirley's seven year career stands apart as an achievement unlikely to be duplicated. The career of the 20th Century-Fox star began when her mother, Mrs. George Temple, took her golden-curved daughter to a Hollywood dancing school. A talent scout, in search for kid actors for "Baby Burlesques" of film stories, saw Shirley, offered the Temples a contract.

News of the gifted child soon found its way to the casting offices of major film companies, and it was not long before Shirley was doing bits in full length features: "Red Haired Alibi" with ZaSu Pitts, who is now a next door neighbor of the Temple family, and then "Out All Night," and "To The Last Man." After this came a series of four

S H I R L E Y T E M P L E

two-reel comedies for Educational. This series, called the "Frolics Of Youth," marked the turning point in the "Little Princess" career.

At that time Fox Film Corp. was searching for a child to play in "Stand Up and Cheer." A film executive saw Shirley in one of the brief comedies, and as a result Shirley won a part with Warner Baxter, Madge Evans, John Boles and James Dunn in the film. But in that wealth of talent she was unnoticed until the time came for her to record her first big song, "Baby Take a Bow." When the recording was played back, the studio's musical director asked Mrs. Temple to "wait a minute." Before long he returned with his casting chief, who asked Shirley to sing the song once again. Before she had finished, he offered Mrs. Temple a contract for Shirley at \$150 a week.

With "Stand Up and Cheer" completed, Shirley was loaned to Paramount for "Little Miss Marker." The official billing was "Little Miss Marker" with Adolphe Menjou, Dorothy Dell, Charles Bickford, Shirley Temple. But Variety heralded the advent of the greatest personality in films during the picture's record-breaking run at the Paramount in New York. Headlined Variety, "Temple Holds 'Em Three Weeks."

In a few weeks Shirley's fan mail reached avalanche proportions, with the result that in her next film, "Bright Eyes," Shirley was starred. The old contract was torn up and the Temples were given a new one.

Since the 20th-Fox merger Shirley's career has been under the direction of Darryl F. Zanuck.

Latest of Shirley's pictures is "Susannah Of The Mounties." And following, under the direction of Walter Lang, will come a \$2,000,000 Technicolor version of Maurice Maeterlinck's "The Blue Bird."

Those who have known Shirley throughout her extraordinary career remark that fundamentally there has been little change in her personality. She is still as unspoiled as ever, but her ability as an actress has been developing in keeping with her wide experience. On April 23, 1939, Shirley reached her tenth birthday.