

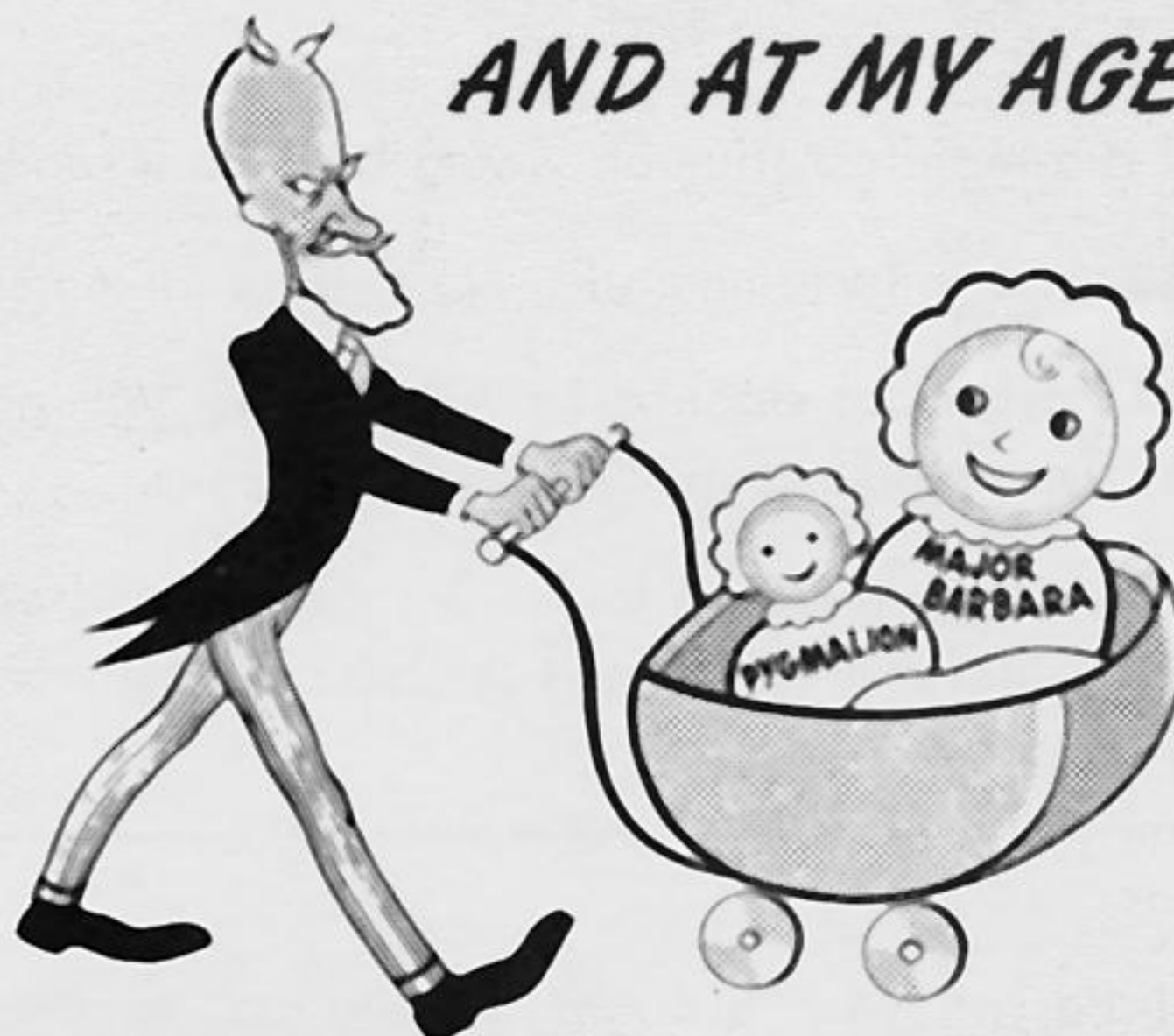
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*She is
Major Barbara!*



*"BARBARA'S MY
BIGGEST AND BEST...
AND AT MY AGE, TOO!"*



GABRIEL PASCAL
The producer of "Pygmalion"
presents

GEORGE BERNARD SHAW'S

Major Barbara



WENDY HILLER



"What A Cast"



REX HARRISON



ROBERT MORLEY



ROBERT NEWTON

PRODUCED AND DIRECTED BY
GABRIEL PASCAL

RELEASED BY ELLIS FILMS, INC.

1270 SIXTH AVENUE
NEW YORK CITY

COLUMBUS 5-2125



EMLYN WILLIAMS

BRANDON FILMS, Inc.
1700 BROADWAY
NEW YORK 19, N. Y.



DEBORAH KERR

NEWSPAPER CRITICS "SAY"

"Great brilliance . . . Magnificent acting . . . Resourceful direction . . . As witty as any film you can think of."—N. Y. *Herald Tribune*

"To call it a manifest triumph would be arrant stinginess with words."—N. Y. *Times*

"Distinguished entertainment!"—N. Y. *Journal-American*

"Gabriel Pascal has done a brilliant job. It will prove popular with American audiences. Wendy Hiller is a splendid actress."—*Louella Parsons*.

"Audience was responsive to the wit, humor and emotion of a unique film attraction. Many laughs and much entertainment."—*Los Angeles Times*

"Gabriel Pascal, who brought 'Pygmalion' to the screen, worked another miracle with 'Major Barbara.' "—N. Y. *Daily Mirror*

"A provocative and momentous motion picture!"—*Hollywood Citizen News*

"The second of George Bernard Shaw's plays to enrich the screen is brilliant entertainment!"
—N. Y. *Journal-American*

"Pascal has hewed to the box-office line to make it entertainment for those who made the turnstiles twirl on 'Pygmalion'. It has dramatic vigor of the type that the average movie fans like."
—*Los Angeles Herald and Express*

That's just a cross-section of the unanimous chorus of joyful praise that the critics have been singing to "Major Barbara"!

Showmen with fond memories of "Pygmalion" long runs and sky-high grosses, now know that they've got another Shaw-Hiller-Pascal winner in "Major Barbara". Open wide the throttle on exploitation and show-selling: here's a picture that'll return every penny of promotional expenditure many times over!

Fordham University "Says"

"The Art Theatre, down on 8th Street, has brought back one of the more literate and intelligent movies of the early 40s in MAJOR BARBARA. This is George Bernard Shaw at his very, very best and the barbed remarks and the well-turned phrase are a delight to the ear, the type of thing which the screen could do so well and does so rarely. Mr. Shaw glances witheringly at organized religion, munitions makers, social systems, convention and sprinkles acid ever so gently on them all. The cast, under Gabriel Pascal's direction, reads like the Blue Book of the British Cinema: Wendy Hiller, Rex Harrison, Robert Newton, Emlyn Williams, Robert Morley, Deborah Kerr, Penelope Ward, Marie Lohr, Stanley Holloway, Felix Aylmer and all of them give the crisp, expert performances we expect of them. After eight years more of movie making, MAJOR BARBARA is still undimmed by time. IT'S STILL TOPS IN TOWN!"

AND FROM THE TRADE PRESS

• • •

"For the second time Gabriel Pascal has supplied the trade and public with a fine film, as entertainment and as a production."

—*Motion Picture Daily*.

• • •

"Delightful diversion . . . may be expected to follow closely the precedential business set by 'Pygmalion'."—*Daily Variety*.

• • •

"Pascal-Shaw-Hiller combination scores again. Shavian wit delights; production and cast high class."—*Film Daily*.

• • •

"A major attraction, superb from beginning to end and should rival the boxoffice records of 'Pygmalion'."—*Jay Emanuel Publications*.

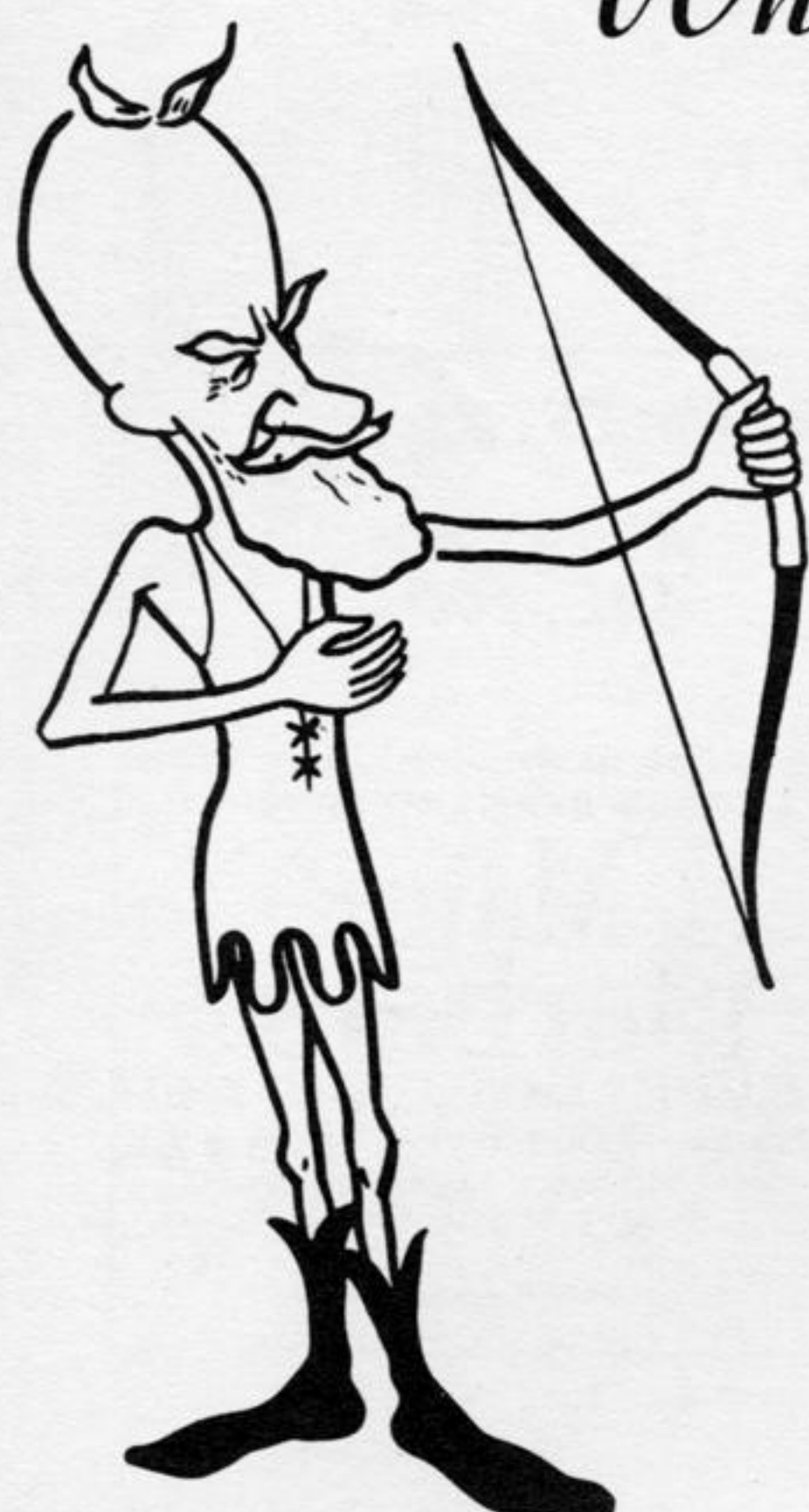
• • •

"Delightful comedy, superlative cast!"

—*Hollywood Reporter*.

"What A Cast"

"What A Cast"



A WEALTH OF SELLING POINTS

ROMANCE, laughter, and the unbeatable Shaw-Pascal-Hiller combination that made "Pygmalion" an outstanding money-maker — these are the powerful audience attractions which are yours to sell in "Major Barbara!"

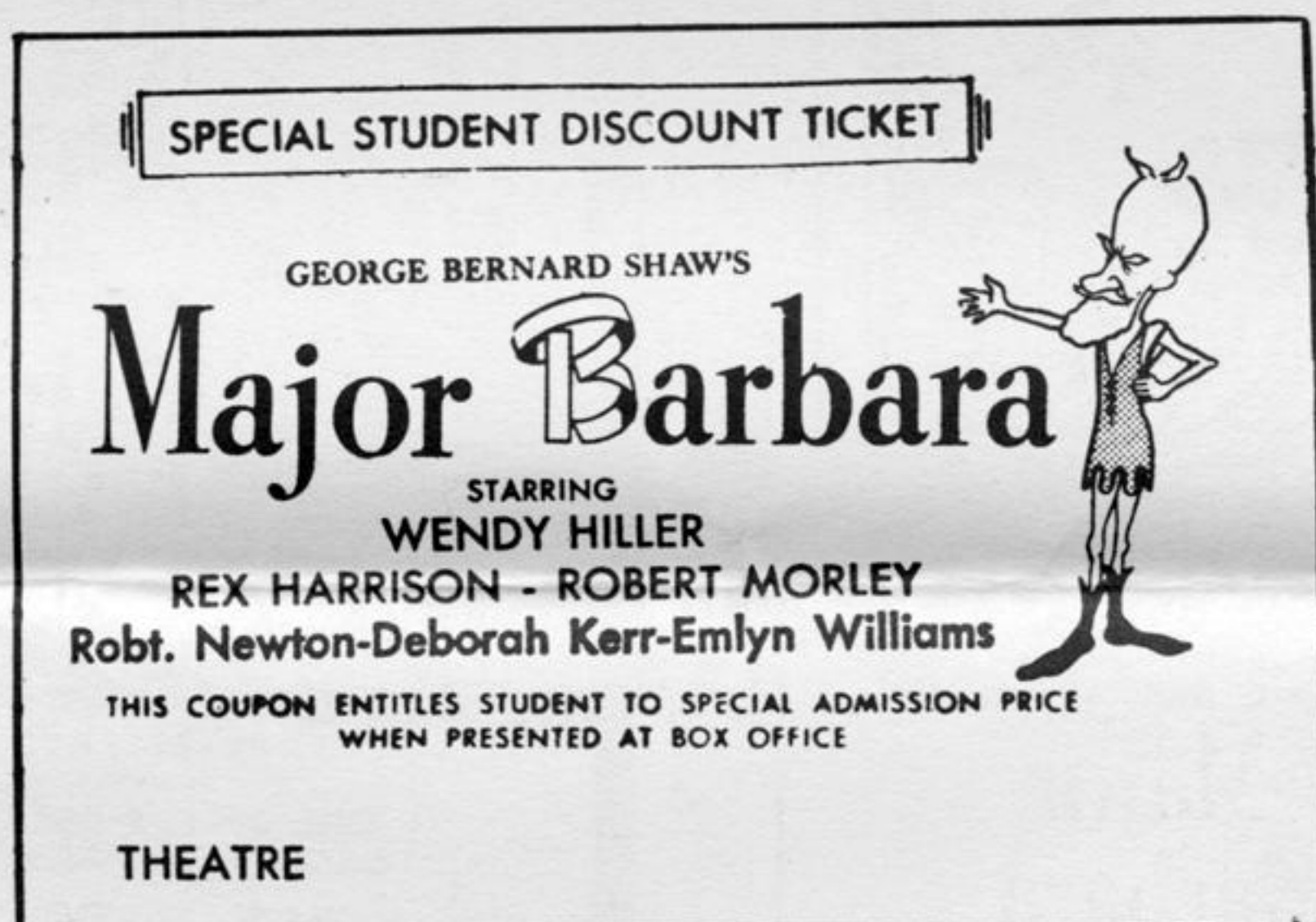
Romance in the love story of a girl who was ready to make any sacrifice for the boy of her choice; delightful comedy in the rib-tickling antics and savory dialogue such as only the great G.B.S. can write; and lovely Wendy Hiller repeating her "Pygmalion" triumph in a picture again directed by Gabriel Pascal who scored so significantly in an earlier comedy, by the world's greatest writer.

With these triumphant show-selling points, and with a supporting cast that offers such superb actors as Rex Harrison and Robert Morley, your exploitation job is clear-cut and ready-made. Sell the G.B.S. hilarity; sell the stirring romance; sell your great author-producer-star combination all the way through!

1. ENGLISH CLASSES

Suggest class readings from the original Shaw published play in English and elocution classes. Students might be assigned to memorize outstanding passages of the dialogue as examples of dramatic writing that has become classic in the author's lifetime.

SCHOOLS!



COLLEGES!

2. ART CLASSES

A poster contest is always an engaging activity for students in art classes, and doubly so when the subject is a work of high literary merit. Cartoon drawings of Shaw, are also a pat subject for a students' contest.



3. P. T. A. GROUPS

Many Parent-Teacher Associations have adult study groups. Nothing could be more timely as the subject for one of these classes than a discussion on Shaw and "Major Barbara," the emergence of Shaw as a factor in motion pictures, and so on.



2 COLUMN AD MAT NO. 201S

WENDY HILLER - ROBERT MORLEY



2 COLUMN AD MAT NO. 202S

NEWTON - HILLER - MORLEY - HARRISON - WILLIAMS

BOSTON

"MAJOR BARBARA" AGAIN

Though the film of "Major Barbara," now playing one of its periodic visits to the Exeter Street Theater, can hardly be regarded as a novelty, it is one of those relatively few pictures which has become a genuine classic, susceptible of indefinite revival and *always sure of an audience*. Of course, it is the only film in which Shaw himself actually appears, not in the main story but in a most enjoyable prologue, but more important than that from an audience standpoint is its *stellar cast*, headed by Rex Harrison (who opens tomorrow night at the Shubert in "Anne of the Thousand Days"), Wendy Hiller, Robert Morley, Deborah Kerr, Robert Newton and Emyln Williams, all of whom have achieved stardom and wide acclaim. It is also, as it happens, a stimulating and rewarding picture, no matter how often you see it.

NEW YORK POST, FRIDAY NOVEMBER 18, 1949

The Lyons Den

By Leonard Lyons



The re-issue of the Shaw film, "Major Barbara," is grossing more than did its original run—because the cast, practically unknown 10 years ago, consists of people who since have become stars: Deborah Kerr, Rex Harrison, Robert Morley, Emyln Williams, Wendy Hiller and Robert Newton . .

NEW YORK

1949

ART THEATRE



"What A Cast"



IDEAS FOR LOBBY

BOX OFFICE SMASH

1st THREE ENGAGEMENTS

MONEY

BOX OFFICE

A NEW YORK WORLD TELEGRAM

WEDNESDAY, NOVEMBER 16th, 1949

J
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'Major Barbara' Sets New Records at Art

George Bernard Shaw's "Major Barbara," which opened an engagement in the Art Theater on E. Eighth St., last Tuesday, has set new attendance records for the theater. Having its first showing since its original release in 1941, the film, on opening day, played to several hundred more patrons than Shaw's recent revival of "Pygmalion" at the Sutton.

A record crowd of over 12,000 jammed the intimate 550-seat Art during the first week and the film is now set for an extended engagement.

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DAILY MIRROR

FRI. NOV. 25, 1949

Shaw Film Breaks Record at the Art

George Bernard Shaw's "major Barbara," produced by Gabriel Pascal, broke all attendance records at the Art Theatre, Greenwich Village, in its opening run. It would be impossible nowadays for any producer to afford the cast which appears in the film, relatively unknown when it was made. Rex Harrison, Wendy Hiller, Robert Morley, Deborah Kerr, Robert Newton and Emlyn Williams all had parts.

Deborah Kerr had her first opportunity in this picture. The film, made as a successor to "Pygmalion," carries many comedy highlights and brilliant satire of Shaw.

ART THEATRE

NEW YORK CITY

BROKE ALL ATTENDANCE RECORDS WITH

Major Barbara

SURF THEATRE—CHICAGO

3 WEEKS TO SMASH BUSINESS

EXETER THEATRE—BOSTON


3 WEEKS TO CAPACITY BUSINESS

"What A Cast"

"What A Cast"

6p #28439

MATS AVAILABLE ORDER BY NUMBER



Gabriel Pascal presents
GEORGE BERNARD SHAW'S

Major Barbara

WENDY HILLER
REX HARRISON
ROBERT MORLEY
Emlyn Williams Robert Newton
Deborah Kerr
Produced and directed by Gabriel Pascal

Exclusive Engagement

2 COLUMN AD MAT NO. 201



"BARBARA'S MY BIGGEST AND BEST...
AND AT MY AGE, TOO!"

Gabriel Pascal presents
GEORGE BERNARD SHAW'S

Major Barbara

WENDY HILLER • REX HARRISON • ROBERT MORLEY
Emlyn Williams • Robert Newton • Deborah Kerr
Produced and directed by Gabriel Pascal
An Ellis Film Re-release

Exclusive Engagement

2 COLUMN AD MAT NO. 205



"I WROTE THE PLAY, I MIGHT
AS WELL WRITE THE ADS!"

Gabriel Pascal presents
GEORGE BERNARD SHAW'S

Major Barbara

WENDY HILLER • REX HARRISON • ROBERT MORLEY
Emlyn Williams • Robert Newton • Deborah Kerr
Produced and directed by Gabriel Pascal
An Ellis Film Re-release

Exclusive Engagement

2 COLUMN AD MAT NO. 203



"MAJOR BARBARA
IS THE BEST PICTURE
I EVER DREAMED UP!"


Gabriel Pascal presents
GEORGE BERNARD SHAW'S

Major Barbara

WENDY HILLER • REX HARRISON • ROBERT MORLEY
Emlyn Williams • Robert Newton • Deborah Kerr
Produced and directed by Gabriel Pascal • An Ellis Film Re-release

Exclusive Engagement

2 COLUMN AD MAT NO. 204



"I WOULDN'T
BE SURPRISED
IF I BREAK
ALL LONG-RUN
RECORDS!"

Gabriel Pascal presents
GEORGE BERNARD SHAW'S

Major Barbara

WENDY HILLER • REX HARRISON • ROBERT MORLEY
Emlyn Williams • Robert Newton • Deborah Kerr
Produced and directed by Gabriel Pascal
An Ellis Film Re-release

Exclusive Engagement

2 COLUMN AD MAT NO. 202

GABRIEL PASCAL
presents
ONE OF THE GREATEST
CASTS EVER ASSEMBLED!

- ★ REX HARRISON
- ★ WENDY HILLER
- ★ ROBERT MORLEY
- ★ DEBORAH KERR
- ★ ROBERT NEWTON
- ★ EMLYN WILLIAMS

IN
George Bernard Shaw's
dazzling comedy

Major Barbara

Produced & Directed by GABRIEL PASCAL

"Great brilliance! ... Magnificently acted!"
—N. Y. Herald-Tribune



2 COLUMN AD MAT NO. 207



GABRIEL PASCAL
presents
ONE OF THE GREATEST
CASTS EVER ASSEMBLED!

- ★ REX HARRISON
- ★ WENDY HILLER
- ★ ROBERT MORLEY
- ★ DEBORAH KERR
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IN
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"Great brilliance! Magnificent acting!
As witty a film as you can think of!"
—N. Y. HERALD-TRIBUNE

"To call it a manifest triumph would
be arrogant stinginess of words!"
—N. Y. TIMES




2 COLUMN AD MAT NO. 206

GABRIEL PASCAL presents
ONE OF THE GREATEST CASTS EVER ASSEMBLED!

- ★ REX HARRISON
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- ★ EMLYN WILLIAMS

George Bernard Shaw's
dazzling comedy

MAJOR BARBARA



2 COLUMN AD MAT NO. 208

Gabriel Pascal presents
GEORGE BERNARD SHAW'S

Major Barbara

WENDY HILLER • REX HARRISON • ROBERT MORLEY
Emlyn Williams • Robert Newton • Deborah Kerr
Produced and directed by Gabriel Pascal
An Ellis Film Re-release

1 COLUMN AD MAT NO. 101