

## Document Citation

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UNITED ARTISTS  
presents

THE WORLD IN  
ACTION

# "WHEN ASIA SPEAKS"

India and China Prepare to Take Their Places Among  
the Industrial Powers of the Post-war World!

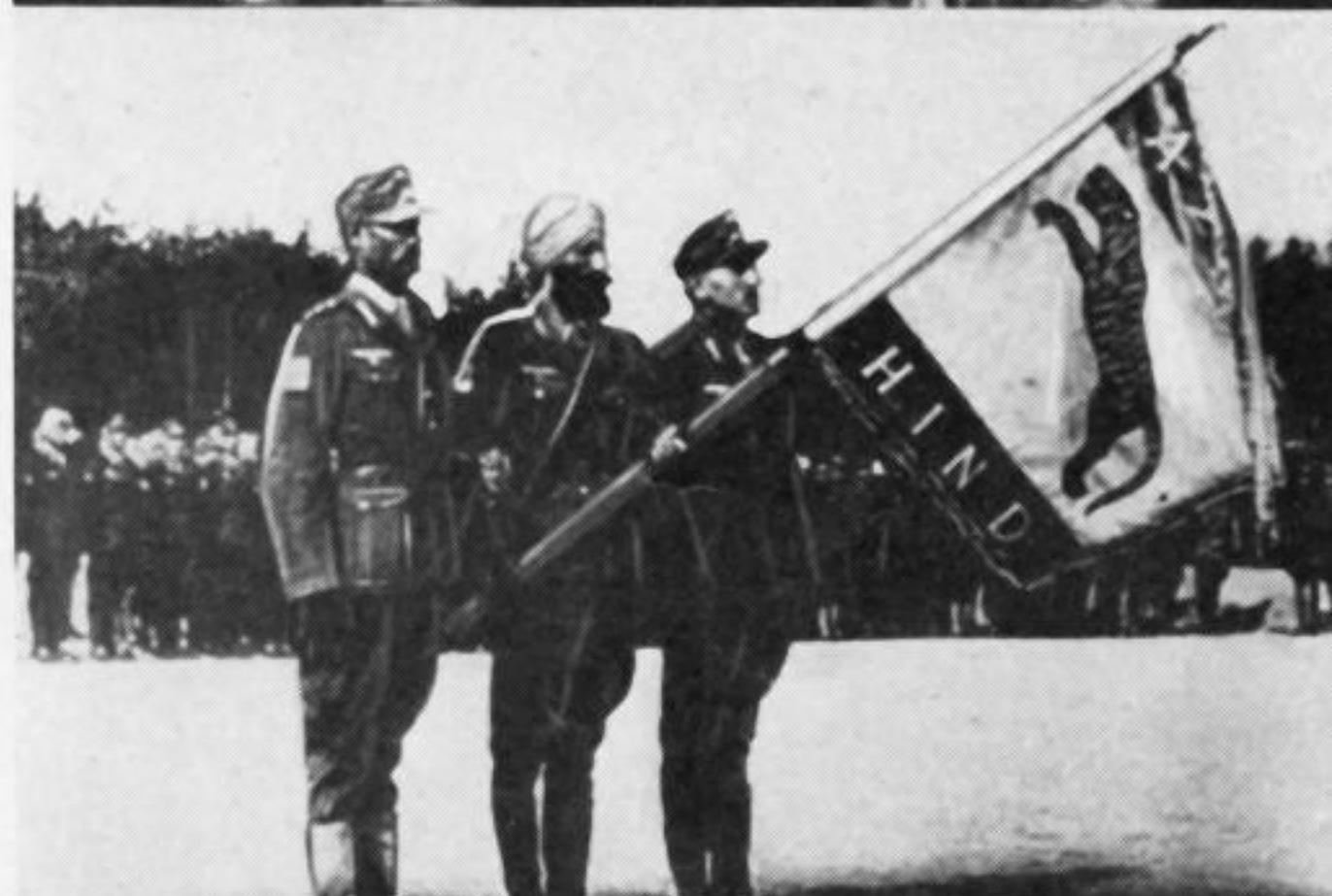
## PLAY THIS FOR TOP PROFITS

Go all out on this one in your promotional, seat-selling campaign! No question in the world today is more important than whether the fighting nations of the Western Hemisphere and their Eastern allies, shall become partners in peace as they are today in war. Otherwise, a war between East and West may be the next world struggle.

"WHEN ASIA SPEAKS" poses this question in graphic and dramatic fashion, so that all who see the picture may understand it and recognize its importance.

Preview "WHEN ASIA SPEAKS" for press and radio, inviting editorial comment, and circularize civic and patriotic groups. Stimulate essay contests in the schools and urge discussions by local educators and authorities on Eastern affairs, tying in these activities with your showing of "WHEN ASIA SPEAKS" by offering guest tickets or suitable prizes for best contributions on the subject of future unity between East and West, emphasizing the great industrial development forecast for China and India.

"WHEN ASIA SPEAKS" is a film, which may be shown again and again with increasing interest as peace nears in the Pacific.

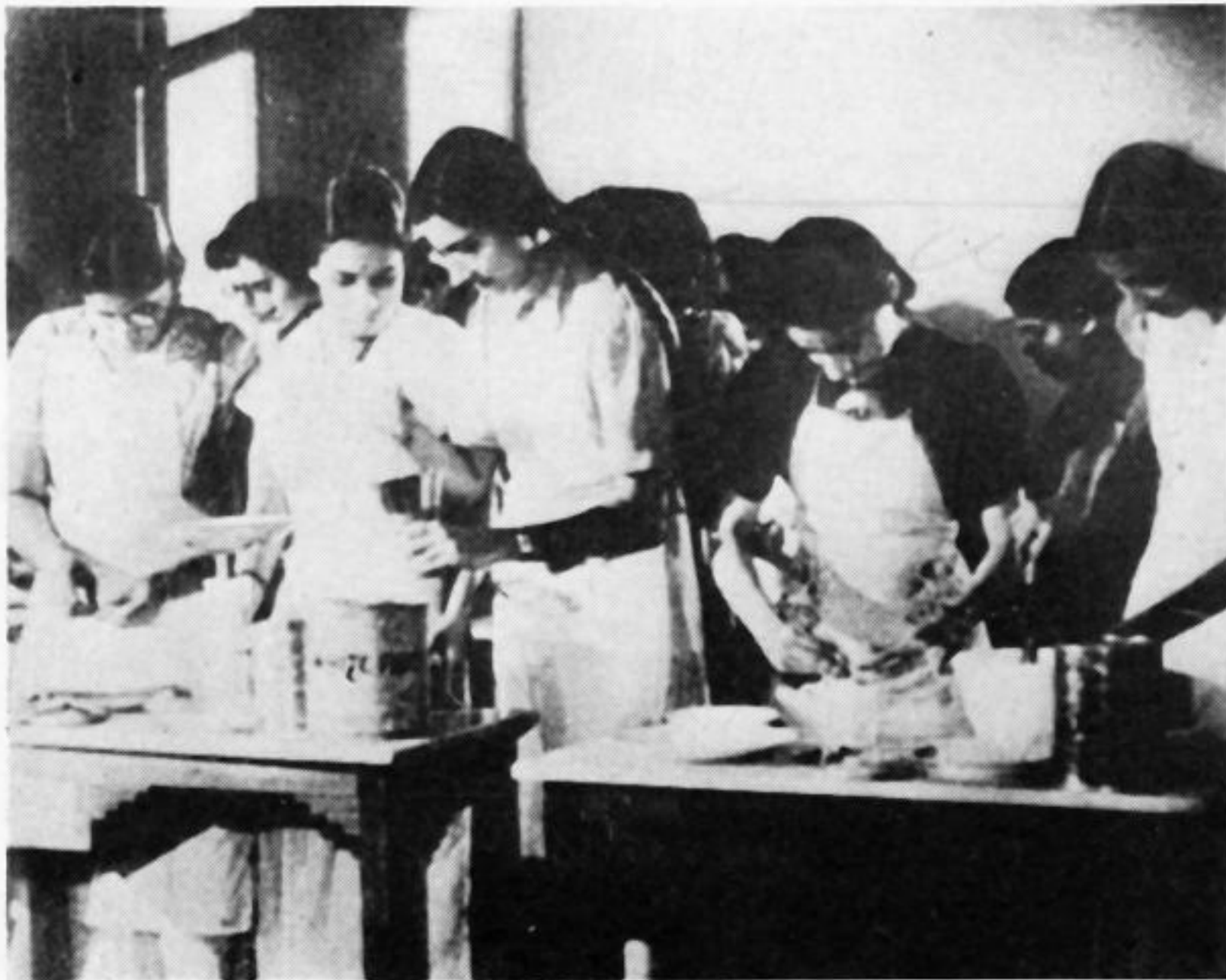


### *Which Shall Win?*

At right are two scenes from "WHEN ASIA SPEAKS," which provide a contrast that is thought provoking. Above is shown an American or British teacher, instructing a class of Indian workers in the higher industrial techniques, an indication of the progressive outlook, which has swept over India's millions, organized to meet the needs of war, and conscious that these developing skills will be available to India when peace comes.

Below is shown a less attractive picture—a review at Singapore of the troops of Japan's puppet, Subhas Chandra Bose, who has sought to enlist India's discontented to the Axis cause. Out of India's millions, however, he has been able, it is said, to rally only some thirty thousand extremists to his cause. Stills Nos. WAS 4 and WAS 5.





Still No. WAS 3



Still No. WAS 2



Still No. WAS 1

# EXPLOITATION

## For Your Lobby

Here are two commentaries on "When Asia Speaks," which you can have set in block, display type, mounted on 40x60 compo board and featured in your regular lobby display. The first is from Pearl S. Buck, eminent author and authority on Far Eastern matters. The other is reprinted from Asia Magazine, October, 1944.

"I am very glad indeed to indorse the picture, "WHEN ASIA SPEAKS." There is so little really authentic material on that part of the world that it gives me real pleasure when a picture is made which expresses something we all ought to know.

Yours very cordially,

(signed) PEARL S. BUCK.

\* \* \*

"WHEN ASIA SPEAKS" . . . A boldly impartial survey of the currents at work in the Asia of today, telescoped into twenty minutes of documentary film. The film shows the propaganda of the Japanese on the continent of Asia, their attempt to win conquered territories by wiles and cajolery to a Japanese-controlled "Asia For the Asiatics;" it shows cooperation between Hindus and British in war time industries, industries that can be turned to the good of all India when peace comes; it shows the landmarks of Japanese aggression in China, the temporary cave dwellings and the heroic resistance of the Chinese people, the rising tide of Chinese aspiration to make China one of the world's great economic powers.

A straight statement is made of the Western stake in the economic resources of the East; just as revealing a statement shows the potentialities of air cooperation.

"When Asia Speaks" documents the crucial problem of post-war Asiatic-Western relations in terms of the present. It poses the question and lets the answer come in the mighty voices of the people themselves. The film is timely and thought provoking."

Reprinted From ASIA MAGAZINE, OCTOBER, 1944

## For Press And Radio

The post-war problem of the future relationship of the East and West is today of constantly increasing news interest. Screen the picture for the commentators, news columnists and international reporters, who are now voicing their opinions in every newspaper and radio station. It will provide them with a wealth of factual material.

Pose the question: Can East and West remain partners in peace as they are now in war, in the building of the new world?

"When Asia Speaks" contains the answers to many questions which all have been asking, and for the first time shows the progressive outlook, which has swept over the peoples of India and China that may bring the East and the West together in the time to come.

\* \* \*

## The New And Old East

The illustrations of scenes in "WHEN ASIA SPEAKS" symbolize the changes which are taking place in the Orient that forecast a renaissance and a modernization of these ancient lands. At top is a scene in an Indian school, where an American teacher is instructing a class in the culinary art of the Western Hemisphere. Below is a view of Chinese coolies leveling off an air-field for the most modern of machines in the way that their ancestors have done similar work for a thousand years. At bottom a class of Indian children is shown receiving their first lessons in English. Plant these stills in your local newspaper and display them in your lobby, together with those, which appear elsewhere in this press sheet.



# Publicity

## "When Asia Speaks" Graphic Picture of Oriental Trends

(Advance Feature)

How closely the far-flung interests of East and West are being drawn together under the impetus of war, and envisioning a peace that will bind on equal terms the teeming millions of the Orient with the nations of the Western Hemisphere, is graphically portrayed in "When Asia Speaks" the new World in Action short feature, released thru United Artists, which opens next.....at the

Theatre.

With allied troops now landing on the soil of Asia, the Pacific powers of North America—the U. S. A. and Canada—are realizing how closely their future interests are identified with those of the Oriental world. China and India, with their varied languages and religions and enormous natural resources, and their potential industrial development in the coming times of peace, must become our future partners in the new world of democracy that is to come.

Against this Japan seeks by every means in her power to propagandize her plan of "Asia for the Asiatics". She hopes, even in the event of total defeat, that her codes and customs shall influence the East until she can strike again. Scenes from a captured Japanese film are shown, in which Nippon poses as a humanitarian neighbor and overlord. These films are shown daily on the screens throughout the captured East and picture the Japanese conquerors as kindhearted benefactors, with what effect on many of the unenlightened natives may well be imagined.

Meanwhile India's millions, organizing for the needs of war, have grasped an outlook, energetic and progressive, which belies the old conception of a timeless East. They know that India's industry now employs twice as many men as did the pre-war factories of the United States. They know all this new strength will be available to India in peace.

Similarly, China's war time effort is seen as the first step in the building of a great industrial state. The interest of all demand that the war time partners of East and West, shall be partners in the days of peace to come.

### India's Future

"WHEN ASIA SPEAKS", new World in Action film released thru United Artists, shows with dramatic effect how India's millions today, organizing to meet the needs of war, have grasped an energetic and progressive outlook, which belies the old conception of a timeless East. India's industry now employs twice as many men as did the pre-war factories of the United States and all this man-power and skills will be available to India when peace comes. An end of her tragic poverty is presaged.

### East Holds the Key to Future World Power

India and China, with their tremendous natural resources and their teeming millions, organizing at last to meet the needs of war, forecast a future in the coming days of peace of world-wide significance.

"WHEN ASIA SPEAKS", latest World in Action feature, released thru United Artists, at the..... Theatre visualizes how closely the interests of the fighting Western nations are bound up with those of the Oriental world.

Japanese propaganda in film and radio and through their puppet rulers strives to lure the discontented to the Axis cause. But the eyes of the East look westward.



Chinese peasant farmer studies official paper from his Jap masters, uncertain whether it means more taxes or more rice. Scene from "WHEN ASIA SPEAKS", latest World in Action film, released thru United Artists, which opens tomorrow at the..... Theatre.

2A—One Col. Scene (Mat.15)



Ignorance of each others' language proves no handicap to these Allied soldiers in driving a bargain with this smiling Hindu merchant in a Calcutta bazaar. A scene from "WHEN ASIA SPEAKS", latest World in Action film, released thru United Artists, which is being shown at the..... Theatre.

1B—Two Col. Scene (Mat.30)

## Jap Propaganda Threat To Future Eastern Good Will

(Current Feature)

Now showing at the..... Theatre, "WHEN ASIA SPEAKS", latest World in Action short feature, released thru United Artists, portrays in vivid fashion the methods by which Japan hopes to convince the conquered peoples of her right to rule not by brutal force but by persuasion and promises of better living. Here — extracted from a captured Jap film —

is shown a sample of what is daily exhibited on screens throughout the conquered East, a human interest romance designed to show the natives that "Asia for the Asiatics" is a realistic concept with a happy ending.

By radio, as well as films, Japan is flooding the Eastern air with what her propagandists call the "true Oriental spirit of the future." In the event of total defeat Nippon is determined that her codes and customs shall influence the East until she can strike again.

Against this background, "WHEN ASIA SPEAKS" shows the energy and progress, which has gripped both China and India under the stress of war. Both have grasped a new and progressive outlook of the future, which belies the old conception of a timeless East. India's industry now employs twice as many men as did the pre-war factories in the United States, skilled workers, who one day will be available to India in time of peace. China's war time effort is proving a first step toward a great industrial state.

A renaissance is occurring among Asia's teeming millions. The fighting nations of the Western Hemisphere see in their Eastern allies future partners in the great new world these millions are intent on building for themselves once peace comes again. East and West are coming together at last forecasting the time when they will be equal sharers in a war-less world.

### Watch China!

Experts on Eastern affairs are watching China as shown in "WHEN ASIA SPEAKS," latest World in Action short feature, released thru United Artists, now being shown at the..... Theatre. They see her war time effort as a first step in building a great industrial state in the days of peace to come.

Slowly this ancient land is massing its strength to spread the dreams of Sun Yat-sen, the great Eastern leader, who envisioned a China of freedom, democracy and peace, with friendship for all peoples of East and West.

### Jap Bunk

With the slogan "Asia for the Asiatics," Japan is trying to convince the conquered peoples of the East of her right to rule by promises of the good life all will enjoy under Nippon's bounty and protection. Included in "WHEN ASIA SPEAKS," are extracts from captured Jap films being shown on the screens throughout the conquered East, which depict the Nipponese invaders as humane and generous friends of their vassal peoples.

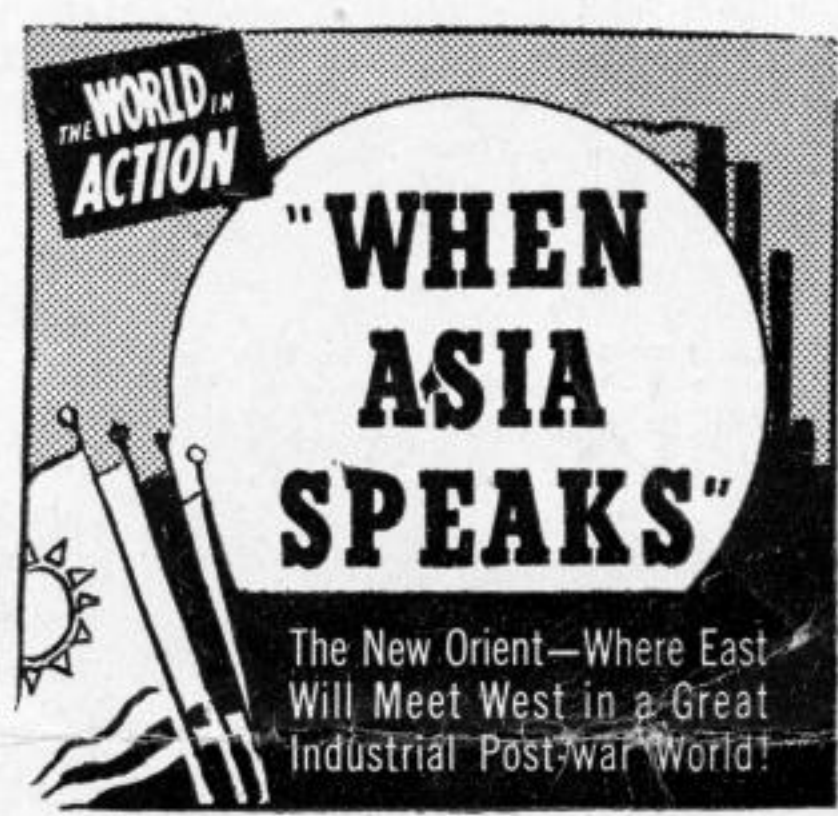


# ADVERTISING ACCESSORIES



When  
ASIA  
SPEAKS

Ad No. 3B — Two Col. x 22 lines  
(Mat .30; Cut .50)



Ad No. 5A — One Col. x 28 lines  
(Mat .15; Cut .25)



Ad No. 4A — One Col. x 29 lines  
(Mat .15; Cut .25)



Ad No. 6A — One Col. x 19 lines  
(Mat .15; Cut .25)

United Artists Corp. kindly ship C.O.D. the following: <b>"WHEN ASIA SPEAKS"</b>	
TITLE:	
PLAYDATE:	
Quantity	Item
	One Sheets (Rental 8c)
	8 x 10 Black and White Stills (Rental Each 6c)
List your mats here:	
THEATRE:	
CITY:	
STATE:	
SIGNATURE:	

One Sheet  
Rental 8c

