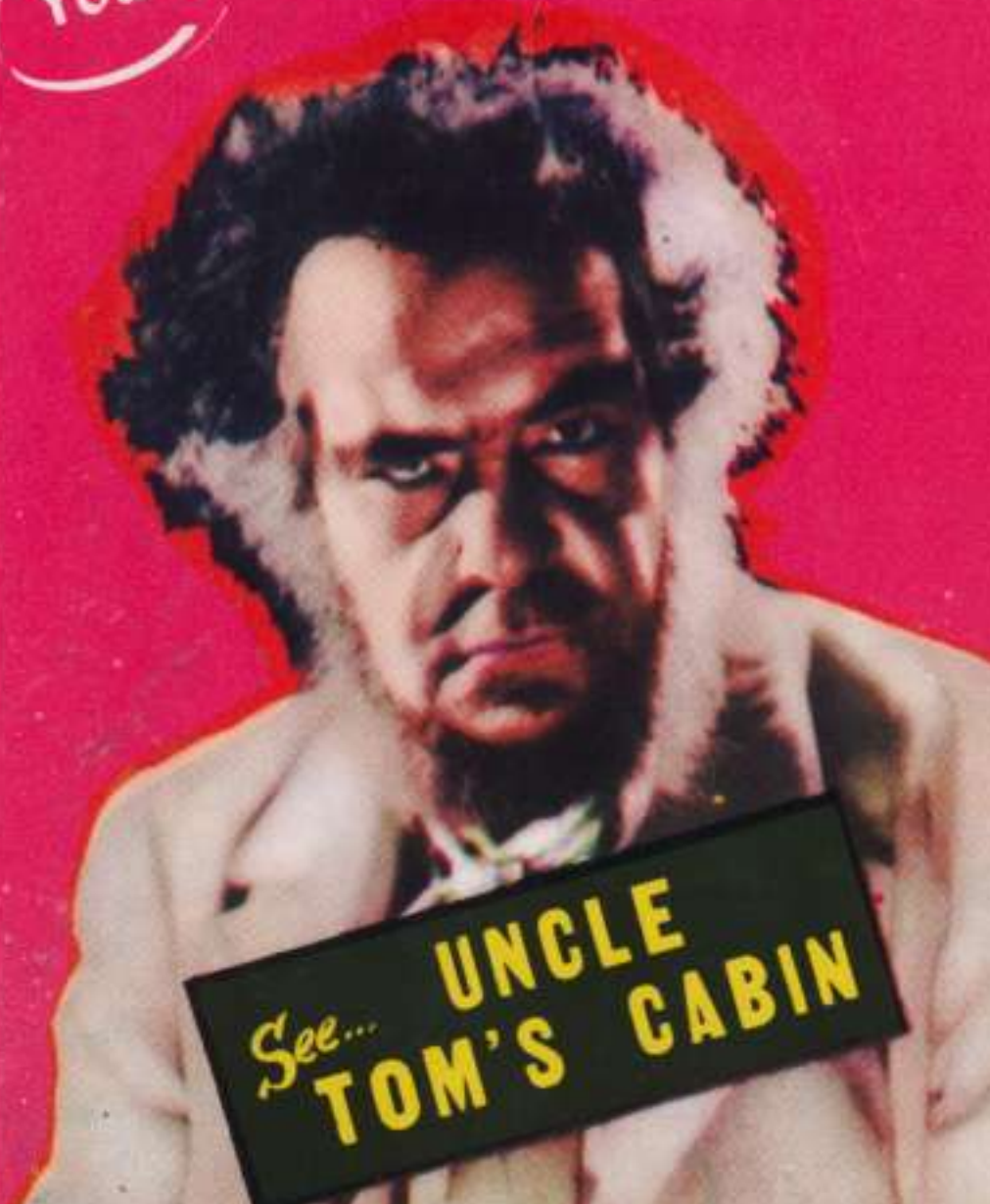


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You'll **HATE "SIMON LEGREE"**



See... **UNCLE TOM'S CABIN**

THE GREATEST HUMAN DRAMA EVER FILMED!



UNCLE TOM'S CABIN

Told by **RAYMOND MASSEY**

TWO YEARS IN THE MAKING ... MILLIONS TO PRODUCE!

a **COLORAMA** Features Release

You'll **PITY "UNCLE TOM"**



See... **UNCLE TOM'S CABIN**

You'll **LOVE "LITTLE EVA"**



See... **UNCLE TOM'S CABIN**

THRILL AT ELIZA'S ESCAPE!!



UNCLE TOM'S CABIN

Told by **RAYMOND MASSEY**

WITH A CAST OF THOUSANDS!

a **COLORAMA** Features Release

You'll **LAUGH AT "TOPSY"**



See... **UNCLE TOM'S CABIN**

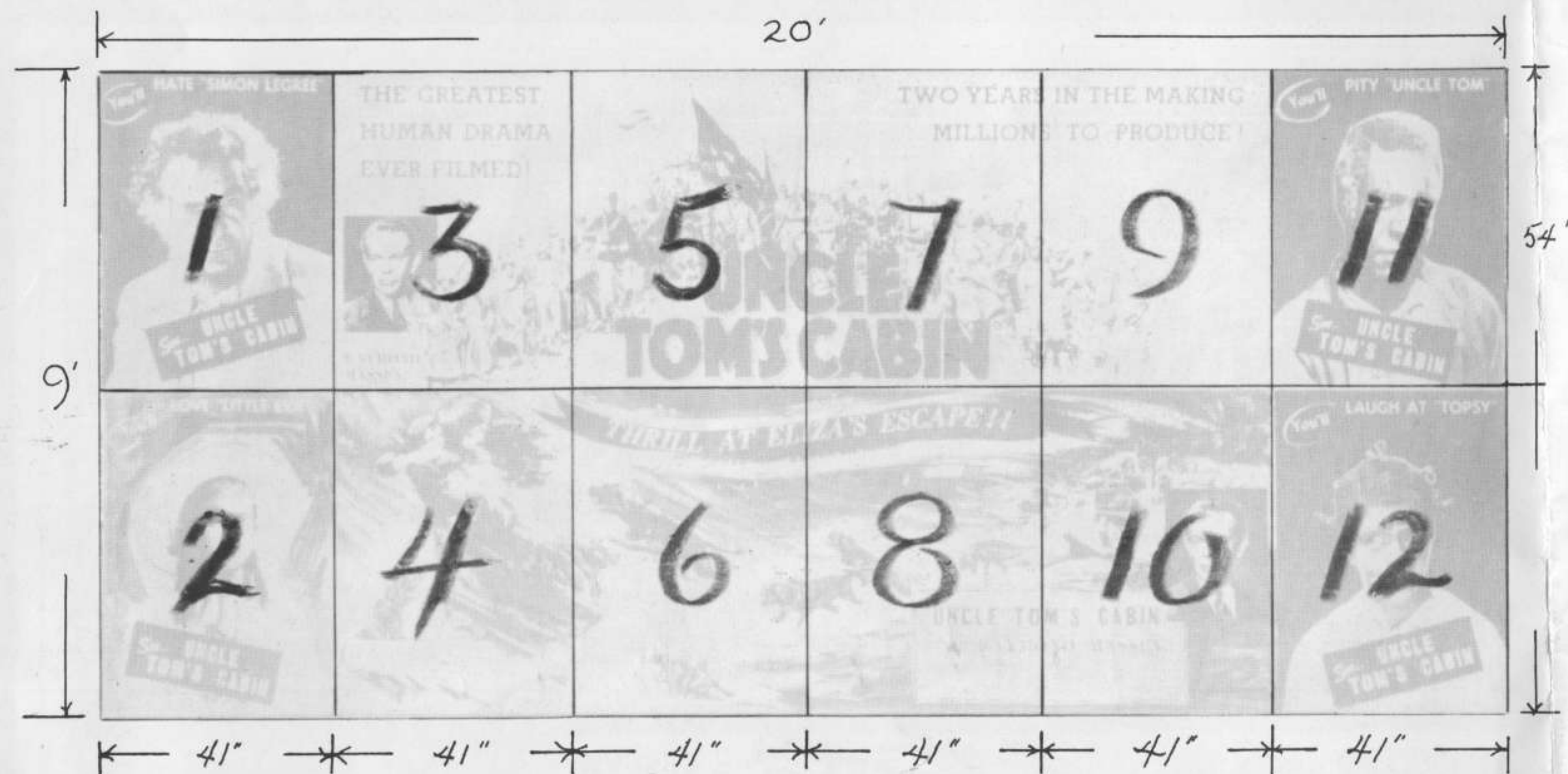
THIS IS YOUR PRESSBOOK and

FULL COLOR DISPLAY ESPECIALLY DESIGNED FOR LOBBY AND THEATRE FRONT!!!

- Can also be used as a 24 sheet.
- The complete sheet is manufactured in 12 pieces measuring 41" x 54" each.
- We have numbered each piece for your convenience. Note next page.

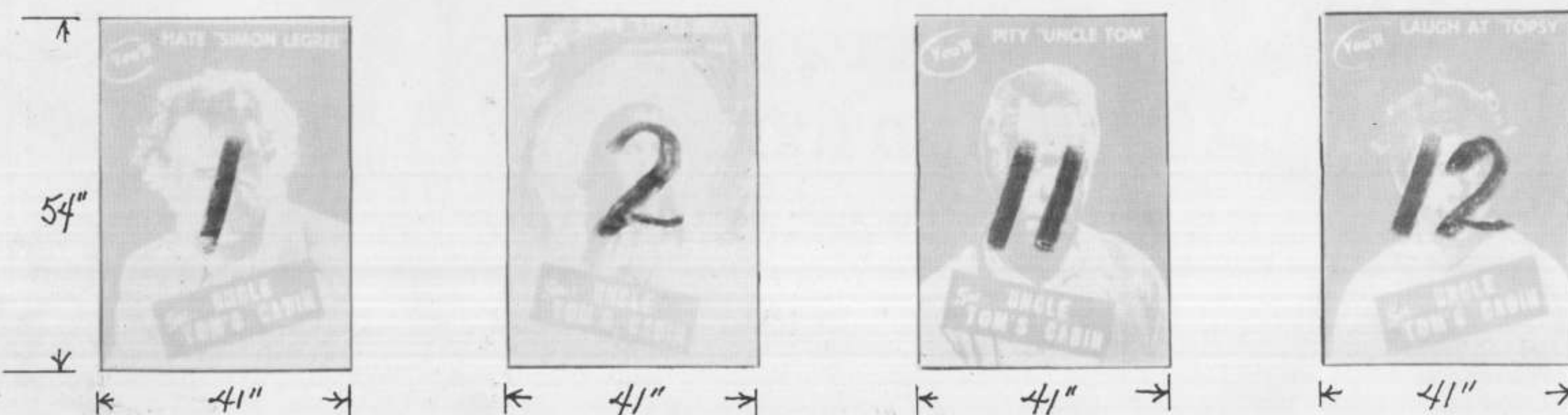
FULL COLOR DISPLAY ESPECIALLY DESIGNED FOR LOBBY AND THEATRE FRONT!

The complete sheet measures 20' x 9', and can be used as a 24 Sheet.

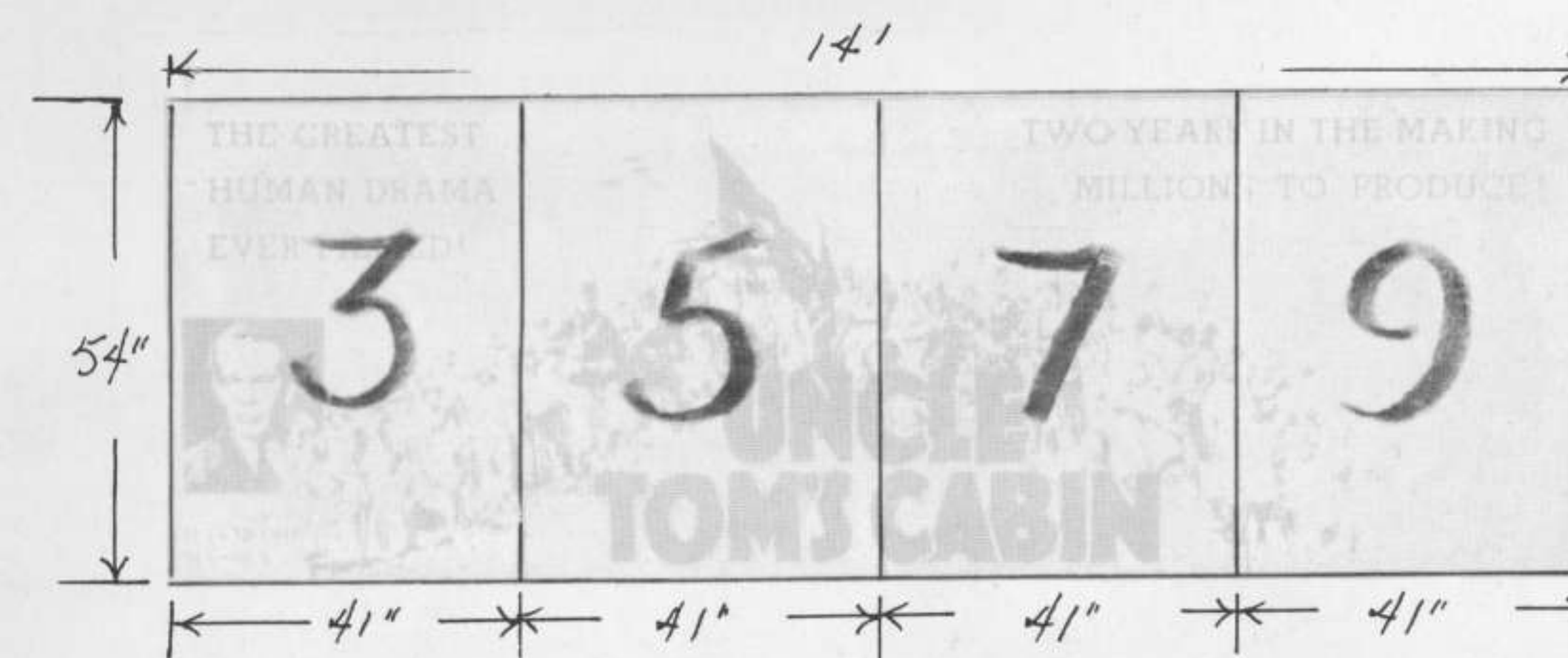


It is printed in 12 pieces measuring 41" x 54" each. We have numbered each piece in the above illustration for your convenience.

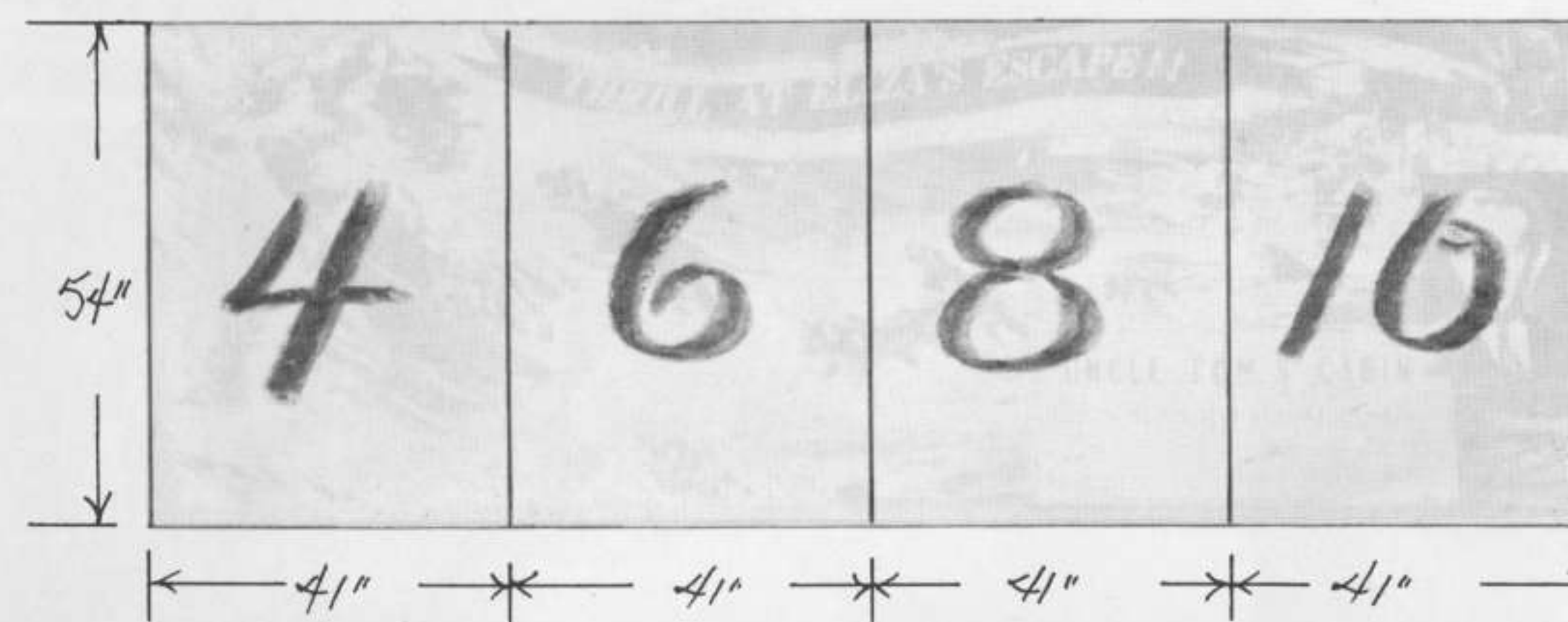
Pieces numbered 1, 2, 11 and 12 can be used separately in a 40 x 60 frame. Each piece can also be mounted and cut out for use as a standee.



For Theatre Front or Lobby Display pieces numbered 3, 5, 7 and 9 can be mounted on a board measuring 14' x 4 1/2'.



Theatre Front or Lobby Display also measuring 14' x 4 1/2' can be made from pieces numbered 4, 6, 8 and 10.



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Your cost is \$7.50 each. Order direct from: LOUIS SCHEINGARTEN

341 W. 44th Street
New York 36, N. Y.

\$27,400 A Day for Nearly Two Years

WHAT DID THE DIRECTOR OF "UNCLE TOM'S CABIN" DO WITH THIS HUGE SUM?

Go Easy! Shouted the Movie Magnate — But Listen to This—Finished Film Cost \$16,000 for Every Minute of Presentation—And Yet Laemmle is Pleased

IN 1913 Carl Laemmle made a super special jewel production of "Uncle Tom's Cabin" which cost the staggering sum of \$15,000. It was considered excellent screen fare in its day and it is rather difficult to understand why the 1926 version of the same famous story should cost nearly \$2,000,000, or more than 100 times as much. Let Harry Pollard, who played *Uncle Tom* in this first production and is the director of the second, explain:

"When the first picture was made an adaptation was written, each player was given a copy to read and the shooting started two days later. In the present one before a single foot of film was used, we spent eight months' time in research work alone. A dozen men, experienced in their line, traveled throughout the South seeking sometimes for weeks for a small 'prop' that would be used maybe half a minute in the picture. By 'prop' I mean some small object such as a candle holder that was in vogue in the South 100 years ago.

"The largest single outlay of money, except for the location trips, of course, was in the construction of the Shelby and St. Clare plantation homes. These mansions, erected at Universal City, are the most expensive and complete residences ever built for the sole purpose of a moving picture. In the Shelby mansion there are nine rooms and each one of them is furnished exactly as it should be. It is the same in the St. Clare home. The huge chandelier in the living-room had to be removed from New Orleans to Universal City in one piece. The two mansions were built from regular architect's plans designed by a nationally known architect after he had visited nearly fifty plantations in the South."

The location trips to Plattsburgh, N. Y., where the famous Eliza crossing the ice scenes were first shot and where Director Pollard contracted the illness which kept him in the hospital for many months. The second trip, and the more extensive of the two, was the one made last Fall to the Mississippi for the river sequences. The old Kate Adams, the last of the proud river side-wheelers which were palaces in their day, was engaged to carry the company south and to play a role in this most widely known of American stories.

Thousands of people, in the motion picture industry and out of it, have agreed that it was no mistake to spend so much money for "Uncle Tom's Cabin."

The stage play was presented hundreds of thousands of times over a period of seventy-five years, and audiences paid uncounted millions to

see it. It has been played in school-houses and town halls with the crudest of scenery and it has been given in the most sumptuous opera houses in a magnificent way. The most elaborate stage production on record being William A. Brady's "Uncle Tom's Cabin" staged at a cost of \$25,000 which is a little more than one per cent of two million.

Among the items purchased with Carl Laemmle's two million dollars were the following:

There were over 2400 minor players and ensemble atmosphere personalities engaged during the period of this production.

In the building of the Shelby, St. Clare and Legree homes, and the

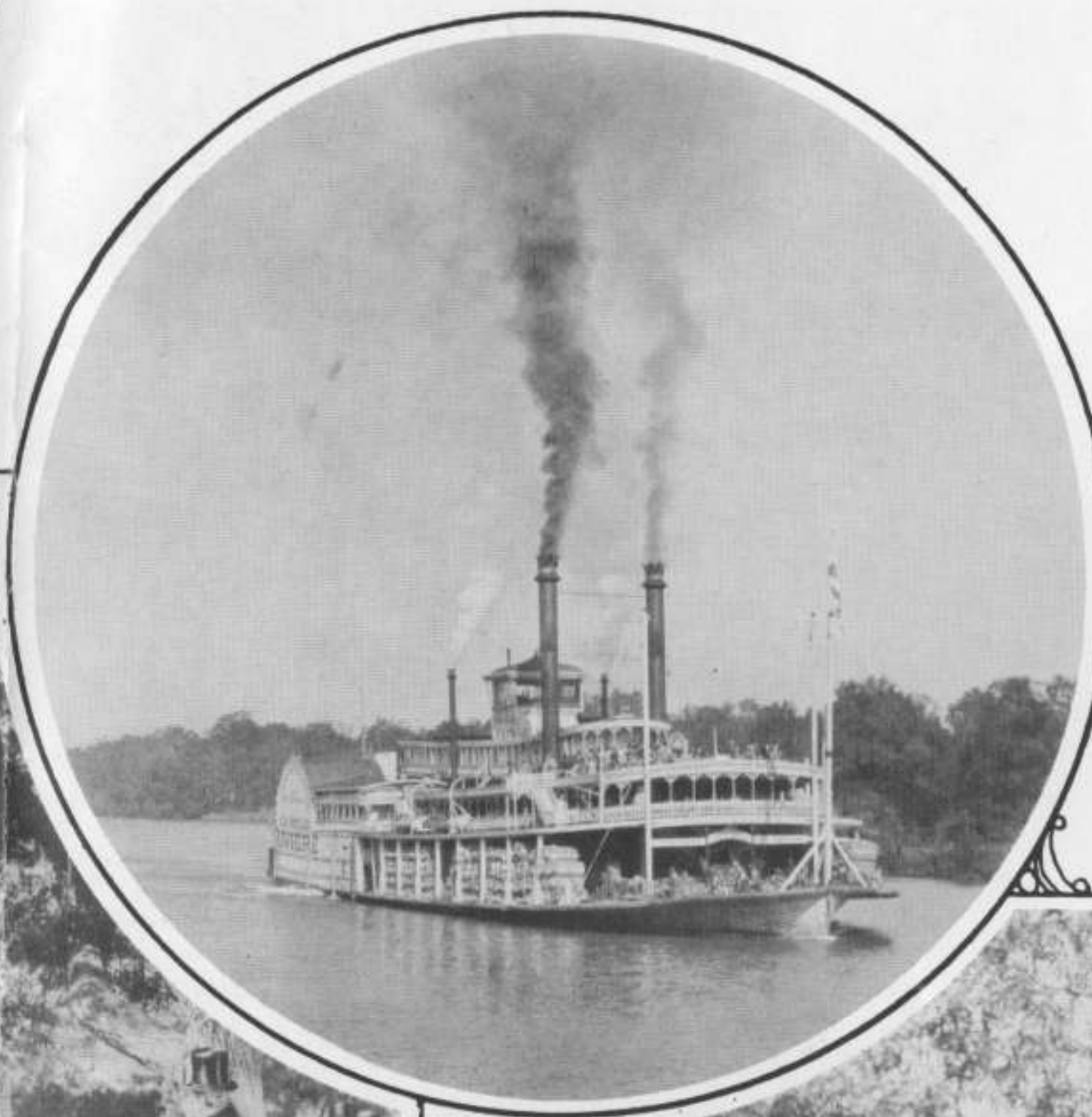
The Shelby mansion, completely built and furnished with rare Southern antiques, is a delight to the eye. It cost \$85,000.



Even the ruined Legree plantation house was reproduced from a dilapidated mansion of the period found in Arkansas.



This street of the old South was built at considerable expense at Universal City. Its "atmosphere" is perfect.

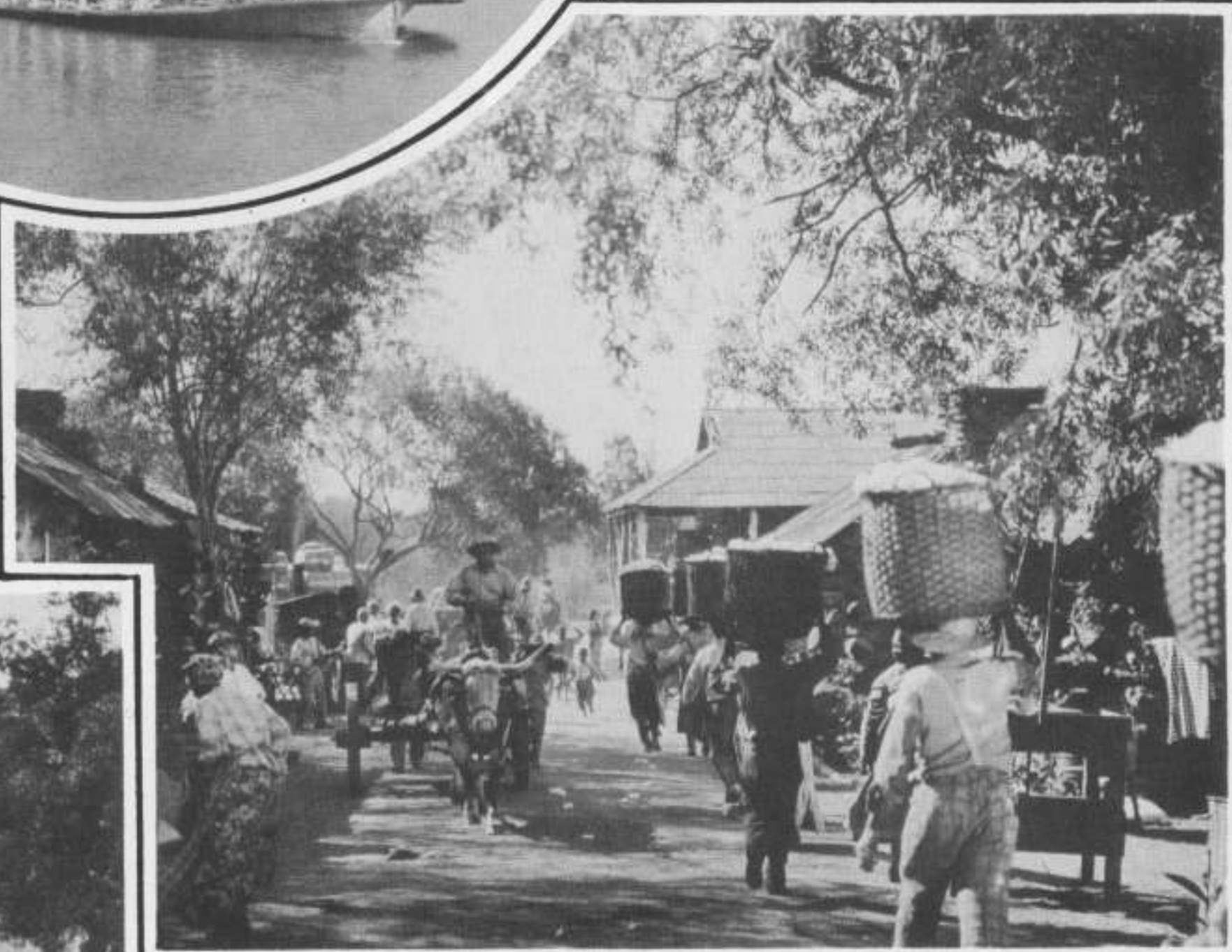


of "Uncle Tom's Cabin" 977,000 feet of film were exposed.

There are nearly 3,000 scenes shown in the big production. This is more than twice as many as in any other super picture ever made at Universal City.

The "Uncle Tom's Cabin" company traveled over 26,000 miles on location trips throughout the country. Plattsburgh, N. Y.; Memphis, Tenn.; Helena, Ark.; Greenville and Natchez, Miss.; Jonesville and New Orleans, La.; Cairo and Chicago, Ill.; Franklin, Pa., and various points in visited to get locale and atmosphere. California, were some of the centers

The last of the old-time side-wheelers, the "Kate Adams," was leased and rebuilt to restore it to its original "1850" appearance. Shortly after the filming was completed it was burned to the waters edge. It appears in the picture as the "La Belle Riviere."



Southern tree, moss and flowers were shipped in great quantities to Universal City to surround the slave quarters on the Shelby plantation.



One of the lavishly furnished interiors in the Shelby mansion. The library, filled with rare Southern antiques.

The bloodhounds used for the famous escape on the ice-scene were especially imported from England. They are of the rare Ledburn strain, only a few of which are found in the United States.

Over one quarter of a million feet of lumber was used in the construction of the many massive sets, including the Shelby and St. Clare Mansions and their respective slave quarters; the Legree plantation houses, with Negro cabins; the auction rooms in New Orleans, the tavern, and the other numerous buildings of the varied locales.

Prior to the taking of a single foot of film on the world-famous story eight months were spent in research work by technicians, who travelled all over the South for historical, geographical and architectural data. This required the expert attention of architects, painters, decorators, furniture builders, electricians, agriculturists, machinists and plain chroniclers of the research data.

There were sixty-five separate and distinct sets built specially for the production. This is most unusual when one considers that the average BIG production includes eight or nine.

In the horticultural decorations there were 1,000 full grown trees hauled from the mountains of Southern California to Universal City; 10,000 artificial magnolias, oleanders and other famous southern flowers were manufactured and intermingled with tens of thousands of real southern flowers in order to make the garden scenes and verdure identical with the Stowe descriptions.

Out of a historic New Orleans home there was brought up to Universal City a crystal chandelier to decorate the living room of the St. Clare manor house. Also coming from New Orleans were the lead base for the garden fountain and the lead bath tub used in this home. The latter was used by Topsy and furnishes much merriment in the story.

In the wardrobe department there were made and furnished over fifty thousand major pieces of clothing to array the principals and extras in the various scenes. And this garbing and cultivating of the personalities enacting the leading characters, as well as the minor and extra people, required 28,000 sticks of grease paint for their respective make-ups.

Call your editor's attention to the fact that this mat can be used in 6, 7 or 8 columns—and by cutting oval scene at bottom, left, it can be used in 5 columns.

ADS

"Sold down the river"!

THE GREATEST
HUMAN DRAMA
EVER FILMED!

Told by
**RAYMOND
MASSEY**

a COLORAMA
Features Release

**UNCLE
TOM'S
CABIN**

WITH A
CAST OF
THOUSANDS!

1 COL x 60 L AD MAT 103

**UNCLE
TOM'S
CABIN**

1 COL x 44 L AD MAT 104



THE GREATEST
HUMAN DRAMA
EVER FILMED!
TWO YEARS IN THE MAKING
... MILLIONS TO PRODUCE!



LAUGH AT "TOPSY"



**UNCLE
TOM'S
CABIN**



WITH A CAST OF
THOUSANDS!



1 COL x 73 L AD MAT 102

THE GREATEST
HUMAN DRAMA
EVER FILMED!

Told by
**RAYMOND
MASSEY**

**UNCLE
TOM'S
CABIN**

a COLORAMA Features Release

1 COL x 14 L AD MAT 106

THE GREATEST
HUMAN DRAMA
EVER FILMED!



Told by
**RAYMOND
MASSEY**

"UNCLE TOM'S CABIN"

a COLORAMA Features Release

3 COL x 39 L



WITH A CAST OF THOUSANDS!

AD MAT 303

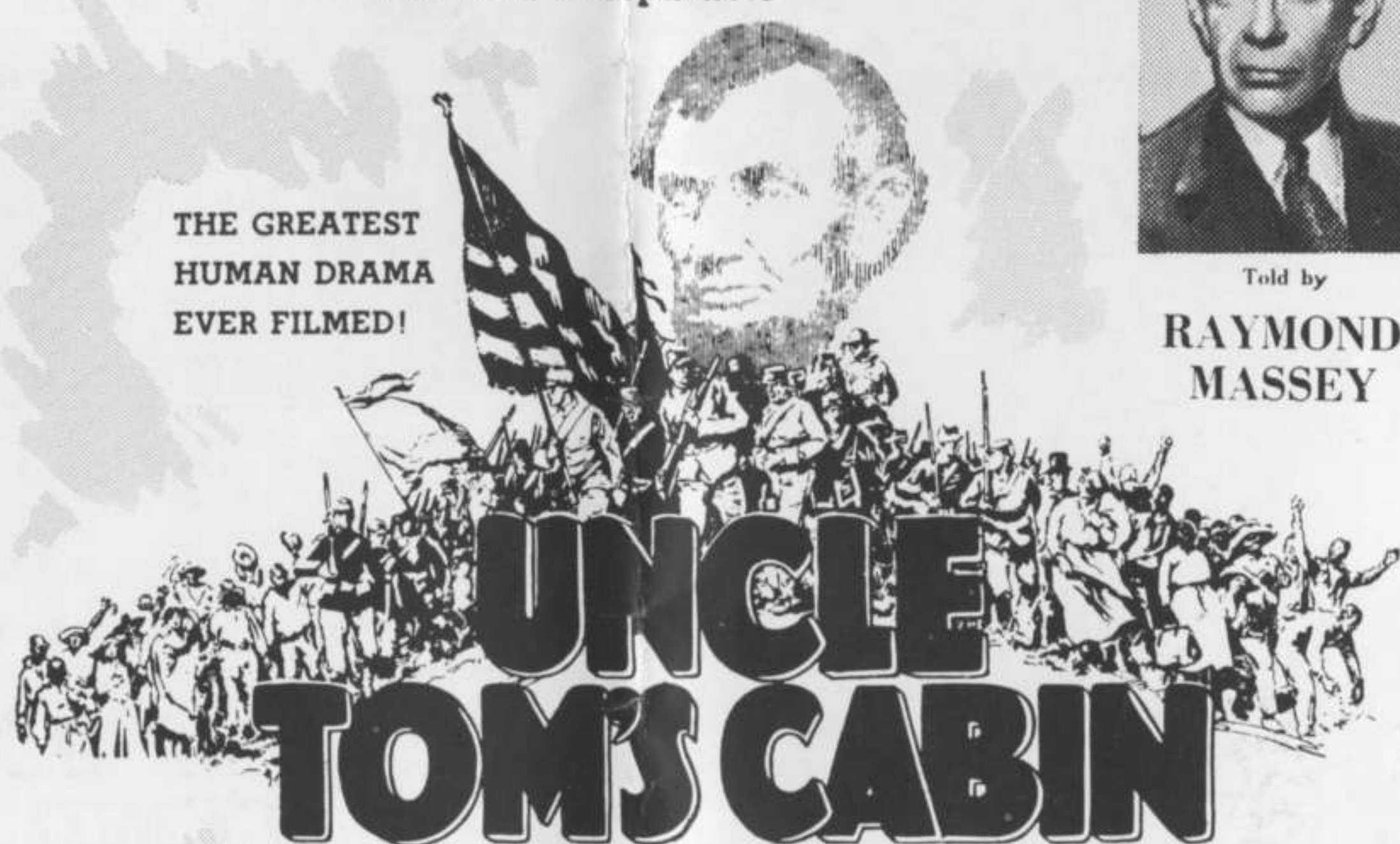
**"BROTHER Against BROTHER
FATHER Against SON"**

In an Amazing Drama That Plunged a Nation Into
the Horrors of War—to Emerge
"One and Inseparable"



Told by
**RAYMOND
MASSEY**

THE GREATEST
HUMAN DRAMA
EVER FILMED!



**UNCLE
TOM'S CABIN**

WITH A CAST OF THOUSANDS!

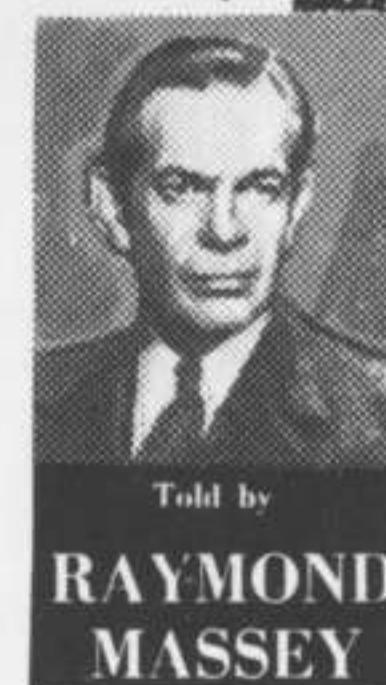
a COLORAMA Features Release

3 COL x 77 L

AD MAT 301

"Sold down the river"!

THE GREATEST
HUMAN DRAMA
EVER FILMED!



Told by
**RAYMOND
MASSEY**

COLORAMA Features
presents

**UNCLE
TOM'S CABIN**

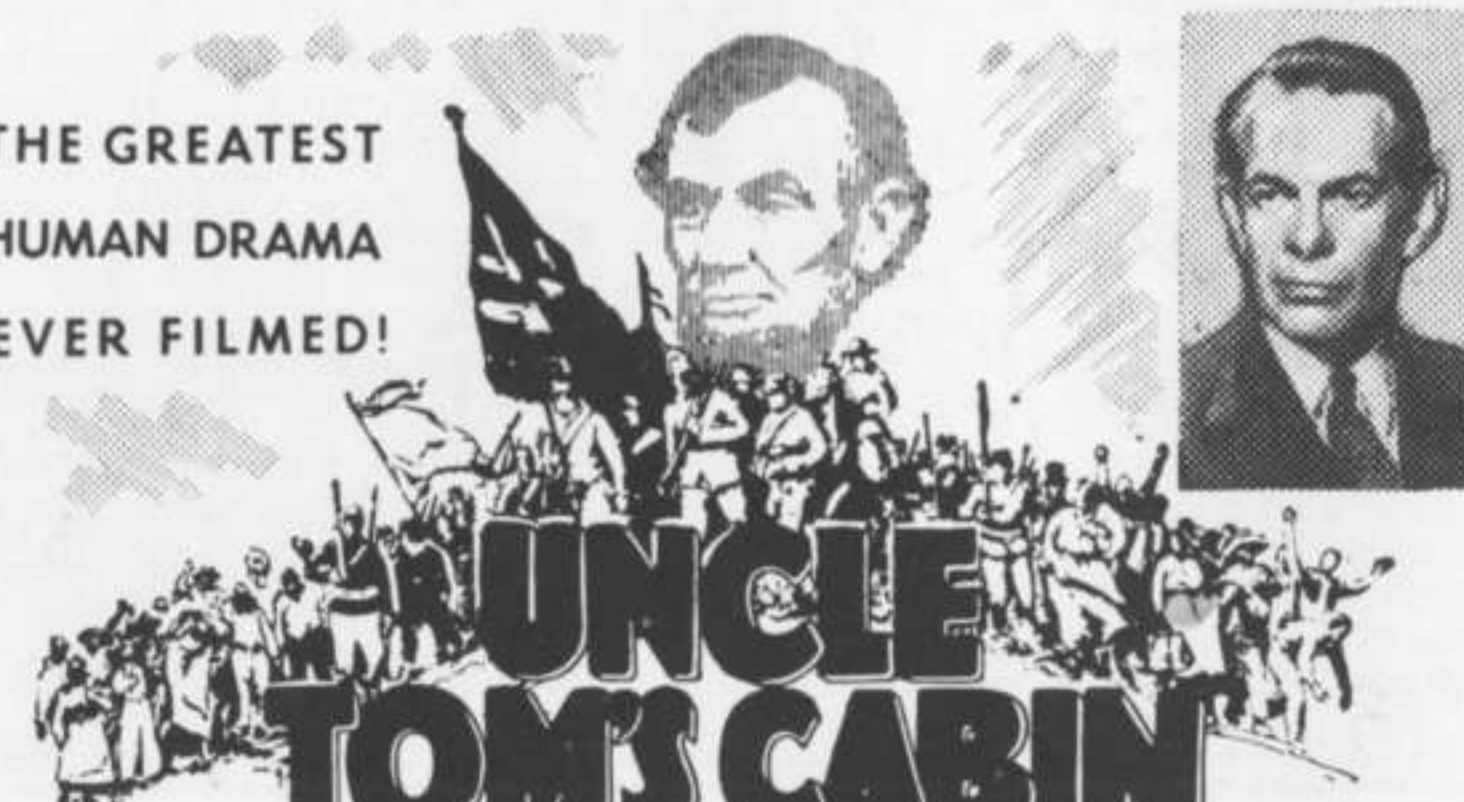
WITH A CAST OF THOUSANDS!

2 COL x 84 L

AD MAT 201



THE GREATEST
HUMAN DRAMA
EVER FILMED!



**UNCLE
TOM'S CABIN**

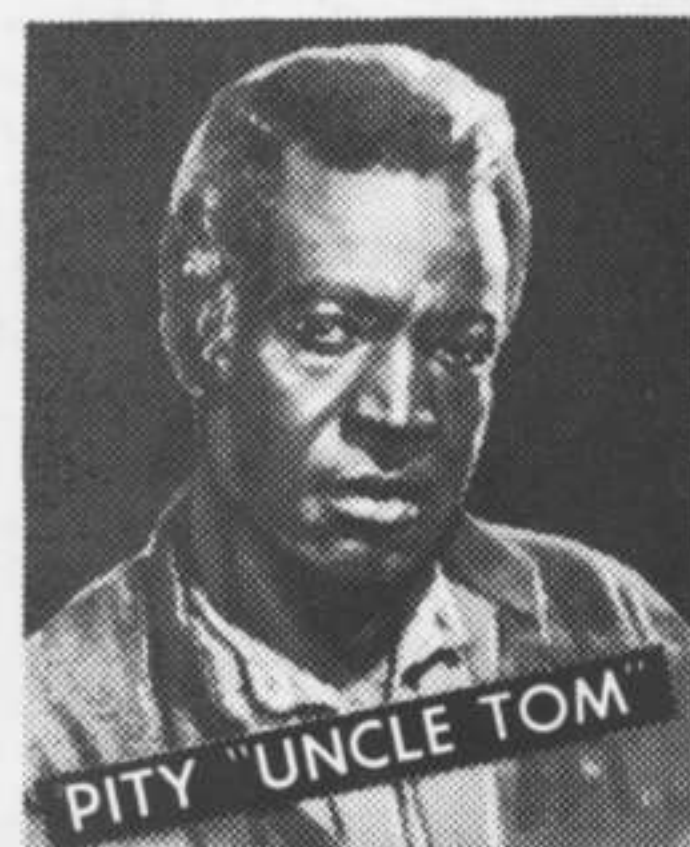
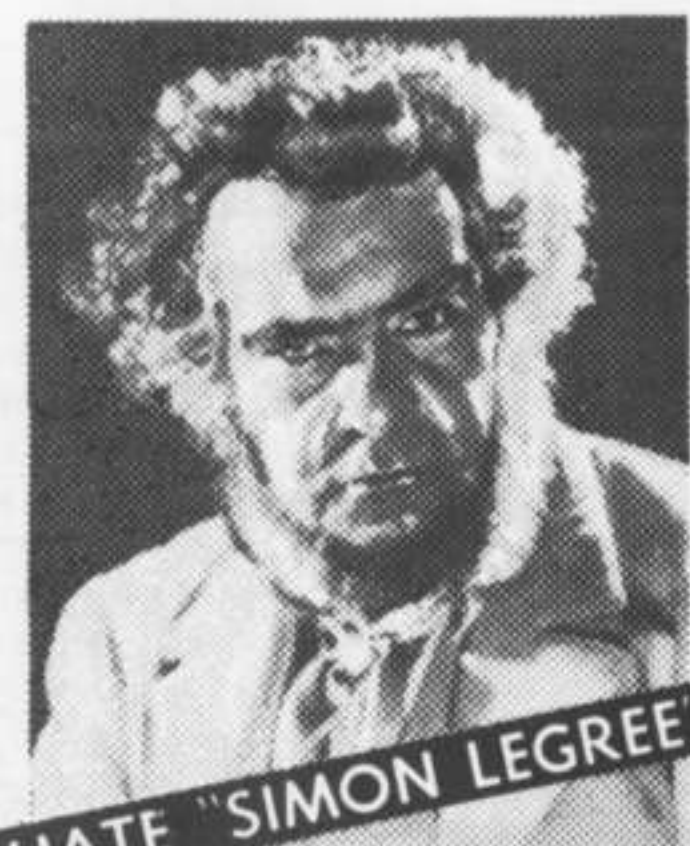
WITH A CAST OF THOUSANDS!

a COLORAMA
Features Release

Told by
**RAYMOND
MASSEY**

2 COL x 35 L

AD MAT 204



FOUR 1 COL. TEASER ADS

AD MAT 101

THE GREATEST HUMAN DRAMA EVER FILMED!
TWO YEARS IN THE MAKING ... MILLIONS TO PRODUCE!



UNCLE TOM'S CABIN

a COLORAMA Features Release
WITH A CAST OF THOUSANDS!
Told by RAYMOND MASSEY

3 COL x 63 L

AD MAT 302

THRILL AT ELIZA'S ESCAPE!

a COLORAMA Features Release

UNCLE TOM'S CABIN

Told by RAYMOND MASSEY

THE GREATEST HUMAN DRAMA EVER FILMED!

WITH A CAST OF THOUSANDS!

2 COL x 55 L

AD MAT 203

THE GREATEST HUMAN DRAMA EVER FILMED!

COLORAMA Features presents

UNCLE TOM'S CABIN

WITH A CAST OF THOUSANDS!

Told by RAYMOND MASSEY

1 COL x 42 L AD MAT 105

THE GREATEST HUMAN DRAMA EVER FILMED!

UNCLE TOM'S CABIN

Told by RAYMOND MASSEY

WITH A CAST OF THOUSANDS!

a COLORAMA Features Release

2 COL x 28 L

AD MAT 206

MAKE HERALDS AND WINDOW CARDS USING ANY OF THE ABOVE ADS AND COPY.

HUMAN SOULS For SALE

Husbands and wives separated and sold to the highest bidder. Infants torn from their mothers' breasts. Not hearsay, not fiction, but FACTS. Facts that spread one of the greatest blots on America's history, facts that brought about THE BIGGEST CIVIL AND POLITICAL UPHEAVAL IN THE HISTORY OF THE WORLD.

UNCLE TOM'S CABIN

WITH A CAST OF THOUSANDS!

a COLORAMA Features Release

2 COL x 82 L

AD MAT 202

"HUMAN SOULS FOR SALE"

Stirring Dramatic Events That Gave Birth to the New Freedom of an Oppressed People

UNCLE TOM'S CABIN

WITH A CAST OF THOUSANDS!

a COLORAMA Features Release

2 COL x 43 L

AD MAT 205

EXPLOITATION

"UNCLE TOM'S CABIN"

Running Time: 93 min.

THUMBNAIL THEME

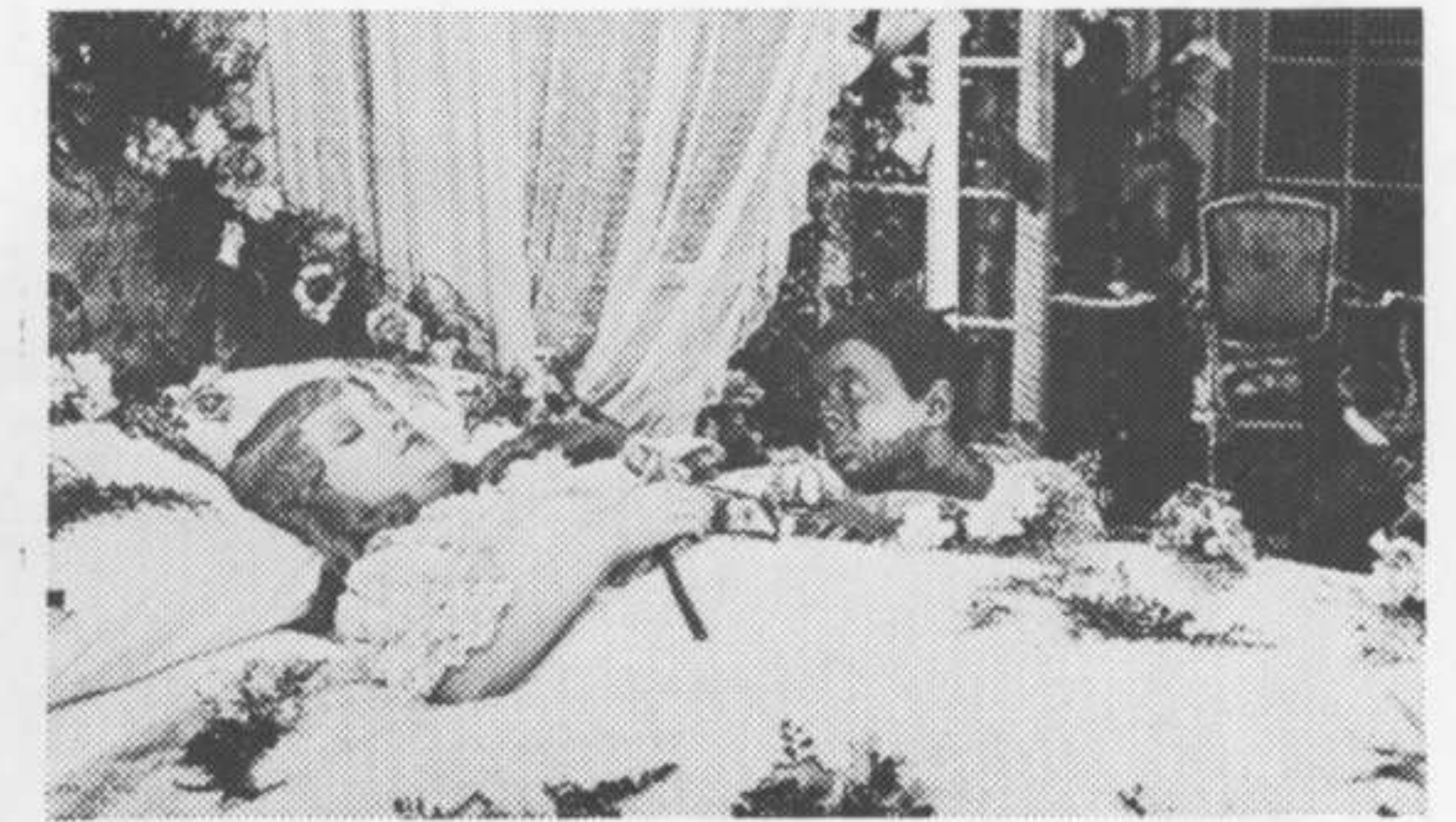
CASSIE, an octoroon slave, is bought by Simon Legree, a brutal planter. She is separated from her child, Eliza, who is bought by the Shelbys, aristocratic Southern landowners. When Eliza grows up, she falls in love with George Harris, a slave on a neighboring plantation, and the two marry. When their child, Little Harry, is about four years old, Harris, the owner of George, refuses to recognize the wedding between Eliza and George, claiming that as he is the owner, a slave cannot do anything without his permission. It is his wish that George marry one of his slave women. George refuses and escapes. At this time, Shelby gets into financial difficulties with Haley, a trader who holds several of Shelby's notes. In consideration of the cancellation of the debt, Haley agrees to take Uncle Tom, Shelby's trusted slave, and Little Harry. Against his will Shelby is forced to agree. This is overheard by Eliza who cannot bear to be separated from her child. Taking Harry she runs away. After a heart-breaking race she reaches an inn in which Marks, an unscrupulous lawyer, and his henchman, Tom Loker, are engaged in a card game. Haley, who is seeking George, and Harris, searching for Eliza, combine their forces in a co-operative hunt and reach the inn later. Eliza hears them and escapes by way of the rear. The bloodhounds take up the scent and pursue Eliza to the edge of the river wherein is a raging torrent covered by huge cakes of floating ice. Desperate, trapped, Eliza takes a long chance. She jumps upon one of the ice cakes and by superhuman effort manages to reach the opposite shore with her child. She is taken in by Phineas Fletcher, a Quaker, and his wife and given shelter. Marks and Loker appear the next morning and claim Eliza as a runaway slave. Looking to turn a profitable penny they take Eliza aboard the river boat, "La Belle Riviere," hoping to sell her down river. On this same boat, Haley has taken Uncle Tom for the same purpose. Aboard are Augustine St. Clare, a wealthy New Orleans planter, his daughter Eva, and his sister Ophelia, the latter a spinster who is visiting the South for the first time. Eva takes pity on the unfortunate slaves below decks and brings them delicacies from time to time, endearing herself to all their hearts. St. Clare buys Tom from Haley and Tom becomes Eva's devoted servant, as does also Topsy, a ragged, inky waif picked up from nowhere by St. Clare. Eva, in delicate health, sickens and dies. The shock is too great for her father and he succumbs. Mrs. St. Clare decides to break up the estate and sells the property. At the auction sale, Tom is bought by Legree. Eliza, who had been kept in hiding is being sold in another part of the building. Tom sees her and starts in surprise. This attracts the attention of Legree, who, taking a liking to Eliza, buys her also. Legree objects to Tom's piety and beats him severely. Tom is attended by Cassie who had become jealous of Eliza's youth and what she thinks is her usurpation of her place in Legree's affections. Tom relates the story of Eliza who is struck by the similarity between Eliza's early experiences and her own and suddenly comes to the realization that Eliza is her own daughter! The two women escape. Legree questions Tom, who refuses to divulge their whereabouts. Legree orders his two slaves, Sambo and Quimbo, to lash the unfortunate Tom, who dies under the severity of the whipping. The vision of the slave taunts Legree, who has been drinking heavily, and he follows it. Legree comes to the room where the two women are in hiding and is about to beat them, when, in his drunken fury he falls out of the window to his death. Sambo and Quimbo, in fright, rush out of the house and intercept some passing troops who rescue the two women. George is one of the stragglers following the army. A planter, Johnson, by name, who had purchased Little Harry has been driven from his farm and he had joined the stragglers where George met and appropriated his young son. George follows the soldiers into the house. He meets Eliza again and a happy reconciliation follows as the little family is reunited.



Scene Mat 201



Scene Mat 202



Scene Mat 203

George Harris (slave)
Arthur Edmund Carew

Little Harry
Lassie Lou Ahern

St. Clare
John Roche

Eliza
Margarita Fischer

Mrs. Shelby
Vivian Oakland

Cassie
Eulalie Jensen

Eva St. Clare
Virginia Grey

Topsy
Mona Ray

Uncle Tom
James B. Lowe

Simon Legree
George Siegmann

Mr. Shelby
Jack Mower

Lawyer Marks
Lucien Littlefield

Miss Ophelia
Aileen Manning

Aunt Chloe
Gertrude Howard

Tom Loker
J. Gordon Russell

Mr. Fletcher
Nelson McDonell

Geo. Harris (slaveowner)
Skipper Zeff

Haley
Adolph Milar

The CAST

COLORAMA Features presents

UNCLE TOM'S CABIN

Told by **RAYMOND MASSEY**

WITH A CAST OF THOUSANDS!

You'll thrill at ELIZA'S rescue!

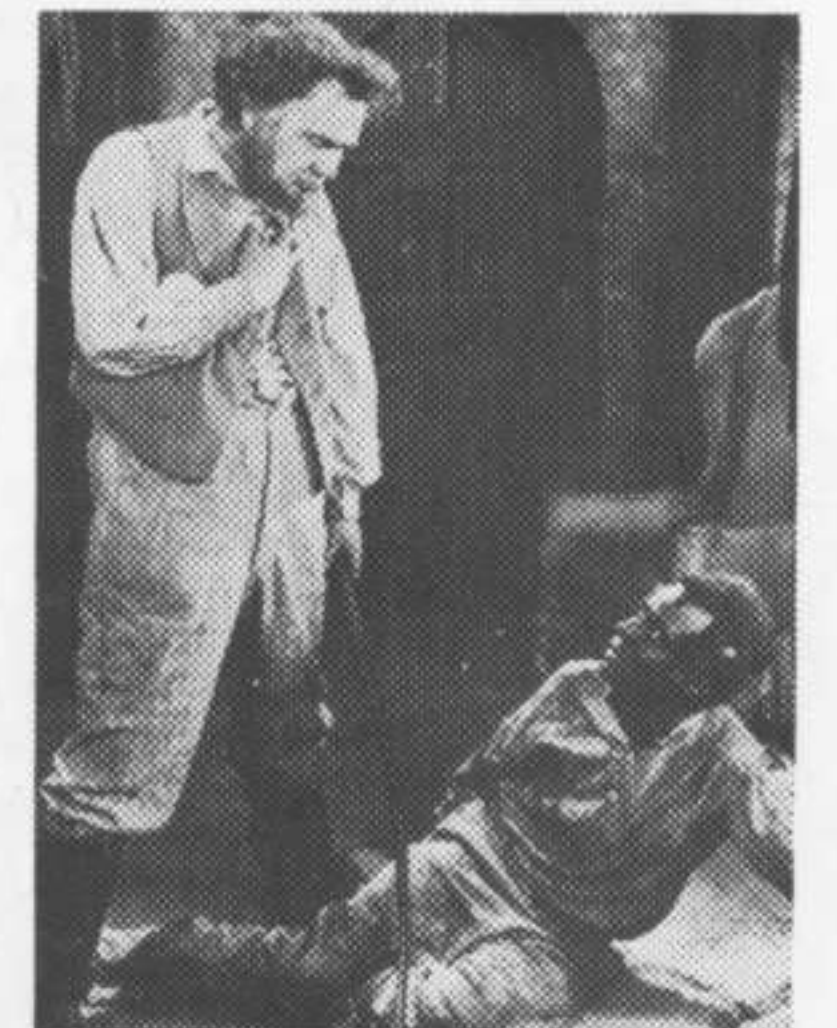
You'll hate SIMON LEGREE!

You'll despise LAWYER MARKS

You'll pity UNCLE TOM!

You'll laugh at TOPY!

You'll cry with LITTLE EVA!



Scene Mat 101



Scene Mat 102



Scene Mat 103

YOU'LL SIT SPELLBOUND AS THIS HUGE DRAMA UNFOLDS!

STUNTS



Usher's Costume



Doorman's Costume



"Simon Legree" Ballyhoo

PUT Simon on the street in the costume and make-up you see here. Give him a long black-snake whip to carry.



Watch out for the Bloodhounds

You will create a lot of interest if you can secure some bloodhounds, or even good sized long-eared hounds of another breed for a street ballyhoo, and arrange to have the bloodhound story run in the papers while you put a colored boy on the street with the hounds. Appropriate wording on a placard on the boy's back will tie-up the story for the readers of the paper and cause the talk that makes good advertising for the picture.

Log Cabin Booth

Another idea for the ticket booth is a miniature log cabin. This can be made of straight poles with the bark on, about three or four inches in diameter, or you can make a compo board frame or house to surround your ticket booth and cover this with slabs with the bark on. The general design and construction of a log cabin is too well known to require an illustration here.

This same idea can be used on a larger scale for your entire house front

STREET BALLYHOO

MUSIC collects the crowds. Arrange with a dealer in auto trucks for the use of a new open truck, giving him payment in the form of credit on a good sized banner beneath your own on the sides of the truck. Stage a plantation scene on the truck—a compo board log cabin—some low brush with cotton stuck on for cotton balls—get a colored quartette in the overalls, loud gingham shirts and tattered hats of the costume of field hands, and whoop it up! Banjos, of course, and jazz—and quartette singing—don't forget the blues—nor the old time melodies you will find listed on the music cue sheet. You can have a mammy and picanninnies if you care to, but stage the thing right and you will have the most attractive ballyhoo your town has seen in many a long day.

Log Cabin for Lobby

If you care to go to the expense you can get a crowd in your lobby any time by erecting a log cabin in one corner of it. See suggestions for booth above and adapt them to your lobby needs. The size of course is to be suited to the space you have.

Contact your local Historical Societies for loan of Costumes and Material to be used in Lobby, Window Tieups and Stunts.

"Topsy" and "Eva" Shopping Tour and Street Ballyhoo



Get a girl of 10 or 12, with blue eyes and long blond curls—use a wig if necessary; and another, with snub nose and dark eyes, and flashing white teeth. Make them up as shown in the sketch. Have them board a train or trolley at the nearest town and get the reporters down to the train to meet them. If the station is near your theatre have them walk—"Topsy" carrying two empty telescope suit cases, and dancing all over the sidewalk, "cutting up" and rolling her eyes. If you are too far from the station take a closed cab to within a few blocks of the theatre and walk them the rest of the way.

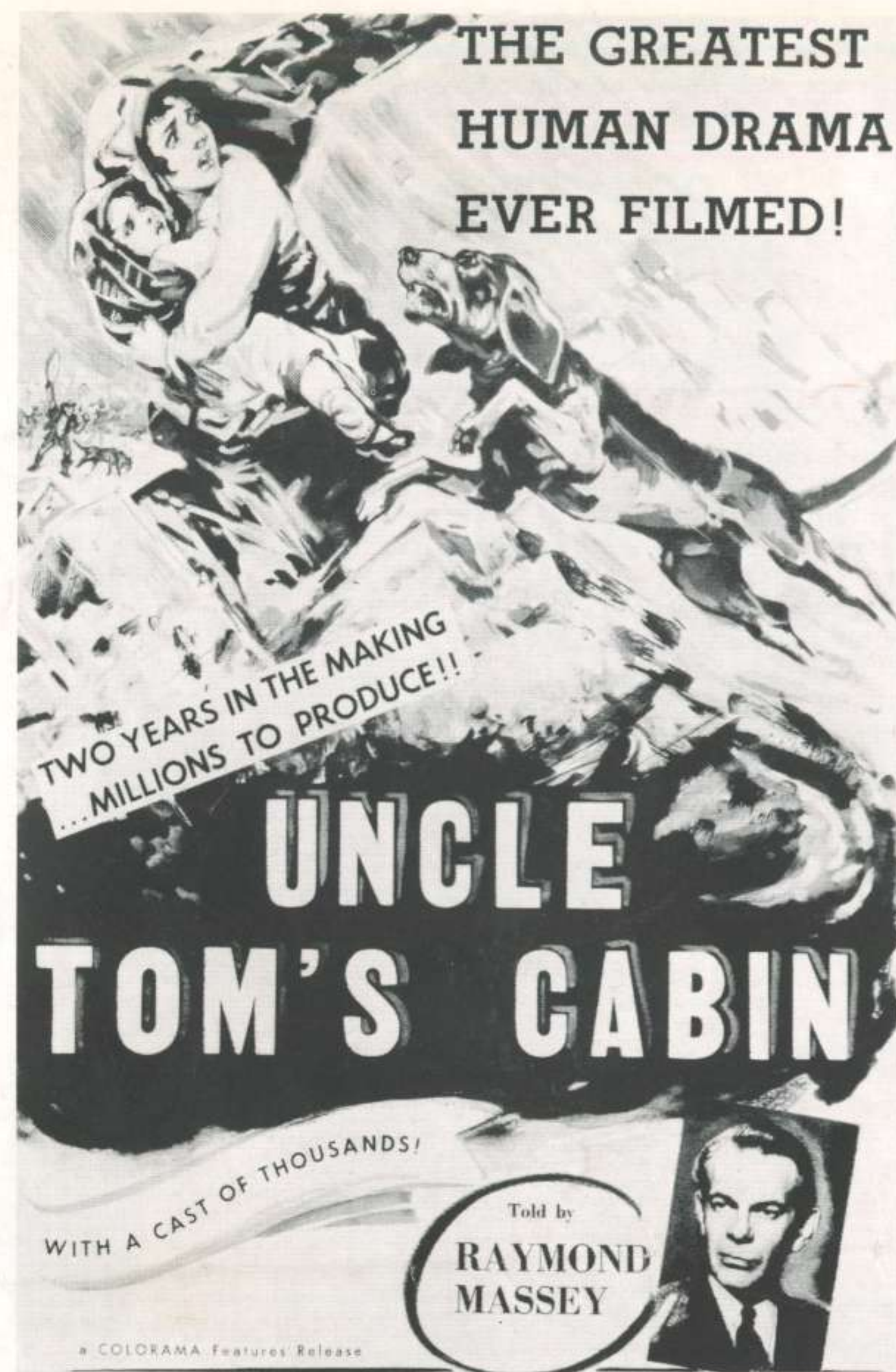
After the story of their arrival has appeared arrange with a store to entertain them. You can announce that "Two precocious youngsters arrived in town claiming to be the 'Little Eva' and 'Topsy' that played in 'Uncle Tom's Cabin.'" Have them hold a reception in the store. Invite the kids—they'll go wild as they did in New York. If you are fortunate enough to get a "Topsy" that is a natural cut-up you'll be amazed at the interest and curiosity she will excite, not only among the kids, but the grown-ups as well.

Take them to the schools, getting permission to arrive fifteen minutes before the bell rings, and you will have a knockout ballyhoo.

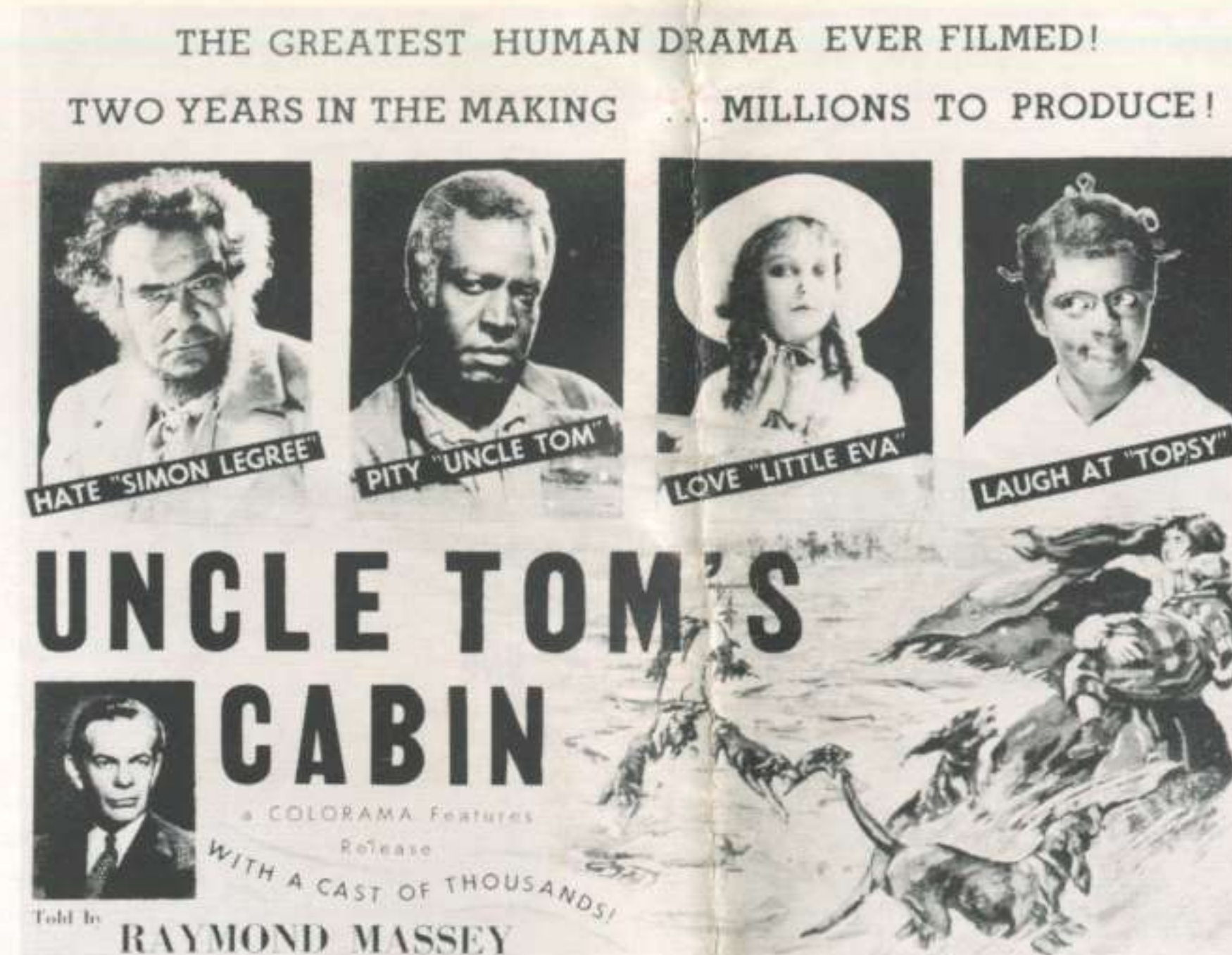
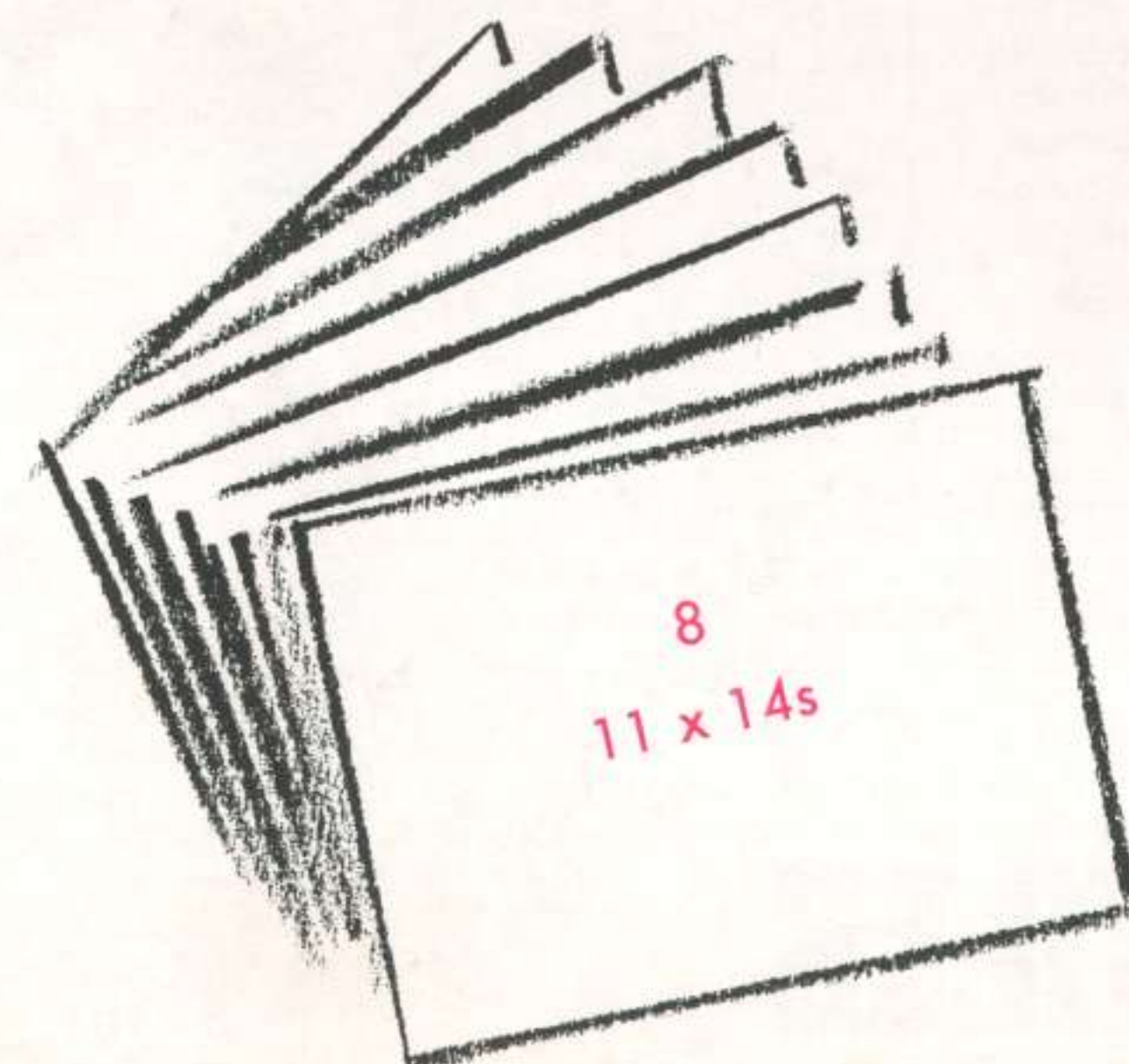
Catch Lines

- ✓ The picture that cost MILLIONS—and took two years to make!
- ✓ The Greatest Human Drama Ever Screened.
- ✓ The most important and outstanding achievement in the History of Pictures!
- ✓ Runs the gamut of every human emotion. It will carry you from the blackest depths to the highest pinnacles of happiness and joy!
- ✓ Brilliant cast and superb direction, the greatest of all human dramas and a treasury that poured forth the gold—combined to give you the finest motion picture entertainment of this or any other year!
- ✓ You'll laugh with Topsy; cry with Little Eva; Hate Simon Legree; pity Uncle Tom, and thrill with Eliza. You'll lose yourself in wonder at the greatest picture that ever reached the screen.
- ✓ All the Glories of the Old South, the most picturesque and romantic period of America, reproduced with a faithfulness that carries you out of the present day, into the land of dreams!
- ✓ A picture that will bring tears to the eyes and a smile to the lips of millions!
- ✓ As great as the book, which next to the Bible is the "best seller" throughout the world that has ever been.

8p #36888



1 Sheet



22 x 28 A



22 x 28 B



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