

Document Citation

Title	Bar sinister
Author(s)	
Source	<i>Metro-Goldwyn-Mayer</i>
Date	c1955
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	12
Subjects	Lewis, Jarma (1931-1985), Tuscaloosa, Alabama, United States Gwenn, Edmund (1875-1959), Vale of Glamorgan, Wales Richards, Jeff (1922-1989), Portland, Oregon, United States
Film Subjects	It's a dog's life, Hoffman, Herman, 1955

M-G-M PRESS BOOK

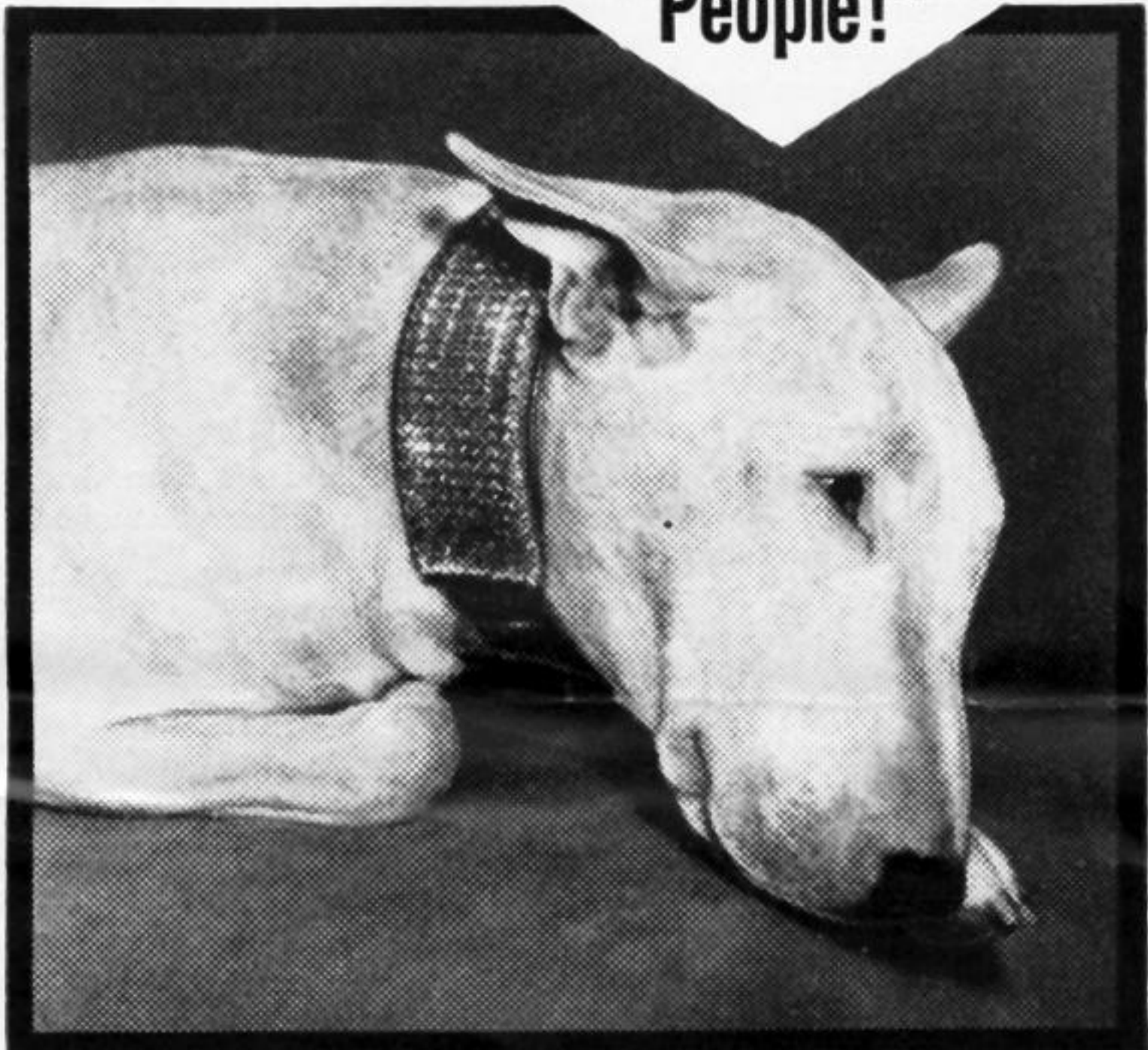
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"THE BAR SINISTER"

"Sometimes
I think the world
is going
to the
People!"



A new animal star named Wildfire joins some of M-G-M's brightest young performers and those veteran Academy Award favorites Edmund Gwenn and Dean Jagger in an amusing and highly novel picture, *THE BAR SINISTER*. Actually the only thing sinister about it is the way it sneaks up on your funny-bone. And the romance, adventure and humor of the beloved Richard Harding Davis story come smiling through in this excellent, unusual entertainment delight.



M-G-M presents in Color and CINEMASCOPE

Richard Harding Davis'

"THE BAR SINISTER"

starring JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN
DEAN JAGGER and WILDFIRE with Richard Anderson • Willard Sage
Screen play by John Michael Hayes • Photographed in Eastman Color
Directed by Herman Hoffman • Produced by Henry Berman • An M-G-M Picture

"The Cute One in the Middle is Me!"

If you're among those millions looking for something new in movies, here's your answer. M-G-M has lent CinemaScope and Color to Richard Harding Davis' famed story about the adventures of a fancy-free bull terrier named Wildfire. The picture's called *THE BAR SINISTER* and it's dramatic, funny and romantic all in one. Wildfire's own wise and shaggy observations about people and life enliven this novel motion picture entertainment.



Richard Harding Davis'

M-G-M presents in Color and CINEMASCOPE "THE BAR SINISTER"

starring JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN • DEAN JAGGER and WILDFIRE
with Richard Anderson • Willard Sage • Screen play by John Michael Hayes • Photographed in Eastman Color
Directed by Herman Hoffman • Produced by Henry Berman • An M-G-M Picture

Ad No. 2003—2 Cols. x 10 1/4" (284 Lines)

Ad No. 3002—3 Cols. x 9" (375 Lines)

ANNOUNCEMENT STORY

A thoroughbred bull terrier, named Wildfire, is the hero of "The Bar Sinister," with the canine star the direct cause of the events, romantic and hilarious, which affect such of his two-legged friends as Jeff Richards, Jarma Lewis, Edmund Gwenn and Dean Jagger. The new M-G-M picture, based on Richard Harding Davis' classic short story and filmed in CinemaScope and color, will be shown this week at the . . . Theatre.

Two members of the cast—Edmund Gwenn and Dean Jagger—are Academy Award winners, while the others are among M-G-M's top candidates for stellar fame. Jeff Richards and Jarma Lewis appeared together previously in "The Marauders," with the



LOVE AND KISSES . . . It's just that between Richard Anderson and Sally Fraser in "The Bar Sinister." The M-G-M romantic comedy, in CinemaScope and color, stars Jeff Richards, Jarma Lewis, Edmund Gwenn and Dean Jagger.

Still 1670-25 The Bar Sinister Mat 1-A

handsome, 6'3" Richards also remembered for his work in "Crest of the Wave" and "Seven Brides for Seven Brothers."

In supporting roles are Richard Anderson, last seen in "Hit the Deck," Broadway stage actor Willard Sage, and blonde TV actress Sally Fraser, making her M-G-M debut.

The action and laughs of "The Bar Sinister" revolve about the adventures of the lovable and courageous bull terrier, Wildfire, who starts out as a Bowery "bum" and ends up as a champion show dog, having left his mark on a dozen or more persons on his climb to success.

The picture was directed by Herman Hoffman, who was associate producer of the recent Spencer Tracy hit, "Bad Day at Black Rock." It was produced by Henry Berman, with the screen play written by John Michael Hayes, Academy Award nominee for his writing of "Rear Window."

133 Canines Stage Riot Act in Film's Dog-Show

Anyone who has ever tried to catch a dog that is running loose inside a large auditorium will appreciate the chaos purposely staged for a scene in M-G-M's "The Bar Sinister."

To show a "riot" at a dog show, Director Herman Hoffman set loose not one but 133 dogs on a studio sound stage. Adding to the confusion and bedlam were the dogs' owners, stationed around the walls of the set and directed to call their individual pets.

The 133 dogs were finally reunited with their owners, not one dog (or person) was bitten, and the sound recorder for "The Bar Sinister" gradually recovered the use of both ears!

TEAM IN M-G-M'S "THE BAR SINISTER"



BOWERY ROMANCE . . . Jarma Lewis falls for the romantic "line" handed her by Bowery toughie Jeff Richards in a scene from "The Bar Sinister," M-G-M comedy-drama based on the story by Richard Harding Davis. Edmund Gwenn, Dean Jagger and the new canine find, Wildfire, also star in the CinemaScope offering.

Still 1670-7

The Bar Sinister Mat 2-C

RETIRE? —"NEVER!" SAYS EDMUND GWENN

Edmund Gwenn, whose 60 years of acting have brought him enough honors (including an Academy Award) to satisfy a dozen actors, believes that work is the greatest hobby ever devised for the amusement of man.

Questioned recently on the set of M-G-M's "The Bar Sinister" as to the possibility of his retiring, Gwenn for once lost his normal benign look. The cooing voice which has charmed young and old changed to a king-size roar.

"Retirement is a one-way ticket to the undertaker!"

While this might seem eminently unfair to organized undertakers, it does explain the exuberant philosophy which has kept Mr. Gwenn an outstanding stage and screen favorite for the past six decades.

"I like my work," he shrugs. "Acting, like any creative job, is not something which can be turned off and forgotten. Either you like to work, or you don't like to work."

Gwenn began liking work at the age of seventeen.

"I am amazed," he says, "at some of the present generation. They seem to concentrate on the results, not on the effort. Acting, or doctoring, plumbing or face-lifting, should be sufficient and self-rewarding in the doing."



Edmund Gwenn
Mat 1/2-C

Gwenn, it might be explained, had one of the most Spartan-like mentors, the acid-tongued George Bernard Shaw, who treated actors, stage managers, producers, friends, enemies and even strangers with the same impartiality and biting sarcasm.

"He never permitted himself the useless luxury of loafing," says Gwenn.

Even before his work in "The Bar Sinister" was completed, Gwenn was making plans for four radio shows, a Broadway play and three TV appearances, at the same time scouting for future films.

"Retirement" is a word not in his vocabulary.

OLD MADISON SQUARE GARDEN 'LIVES' AGAIN

New York's famous old Madison Square Garden, long since torn down and replaced with the Eighth Avenue structure existing today, returned to its former glory on an M-G-M sound stage for scenes in "The Bar Sinister," M-G-M's film version of the classic story by Richard Harding Davis.

Other sequences of the story, centering on a pit bull terrier who changes the fate of a number of people, range from tough locales on the Bowery to the estate of a Long Island millionaire.

The picture's cast features two Academy Award-winning veterans, Edmund Gwenn and Dean Jagger, and a group of younger players well on their way toward stardom—Jeff Richards, Jarma Lewis, Richard Anderson, Willard Sage and Sally Fraser—not to mention the film's four-legged star, Wildfire.

Filed in CinemaScope and color, "The Bar Sinister" was directed by Herman Hoffman and was produced by Henry Berman.



SPELLS GLAMOUR . . . Jarma Lewis, one of the newest of M-G-M's "glamour recruits," plays the feminine lead opposite Jeff Richards in "The Bar Sinister," comedy-drama in CinemaScope and color, based on the famous story by Richard Harding Davis.

Still Jarma Lewis-8635
The Bar Sinister Mat 1-E

"THE BAR SINISTER" HAS ADVENTURE, ROMANCE, LAUGHS AND A NEW DOG STAR

M-G-M CinemaScope Offering
Based on Famed Richard
Harding Davis Story

(PREPARED REVIEW)

One of the most wonderful stories ever written about a dog and its effect on a group of human associates is Richard Harding Davis' "The Bar Sinister," which has become a literary classic. Now brought to the screen by M-G-M in CinemaScope and color, and showing at the . . . Theatre, it is destined to be a film classic as well.

The picture has a cast including veteran Academy Award-winners Edmund Gwenn and Dean Jagger and such talented younger players as Jeff Richards, Jarma Lewis, Richard Anderson, Willard Sage and Sally Fraser, but the human actors have formidable competition in the performance of the story's four-legged star, called Wildfire. An all-white English bull terrier, seemingly unafraid of either man or beast, and endowed with an amazing capacity for making you laugh or wipe away a tear, Wildfire is an actor who is likely to give pause to next year's Academy Award nominees.

His remarkable adventures in "The Bar Sinister" are every bit as vividly exciting and moving as those ever encountered by a movie matinee idol. Wildfire starts out as a Bowery "bum" with a fixed purpose to get even with the father who deserted him and his mother. He ends up as a world champion show dog. But in between he changes the fortunes of a lot of people, including a work-shy saloon hanger-on who introduces Wildfire to the fight racket in order to buy fancy clothes for his chorus-girl friend; a groom on a Long Island estate, who adopts him when the Bowery braggart ditches the terrier because he loses a fight; the wealthy owner of the estate, who wants to get rid of him; an unscrupulous employee; and, finally, the wealthy man's daughter, whose romance is aided by Wildfire.

Wildfire meets as many obstacles in his rise to fame as the best of Horatio Alger's heroes but the game little terrier is able either to battle or win his way into the heart of every adversary, with the story's tumultuous and hilarious climax occurring in New York's old Madison Square Garden where he becomes champion—but not without a grand and glorious free-for-all dog fight involving the other



HAPPY THREESOME . . . Jeff Richards, Jarma Lewis and M-G-M's new canine acting find, Wildfire, share the laughs, drama and excitement of "The Bar Sinister," new M-G-M offering in CinemaScope and color. It's based on Richard Harding Davis' classic story.

Still 1670-86 The Bar Sinister Mat 1-B

contestants. It is here that he also meets the father whom he is determined to liquidate. But we're not going to tell you how that turns out because the suspense is part of the fun.

Director Herman Hoffman and Producer Henry Berman assembled a fine cast to portray the colorful characters in "The Bar Sinister," Jeff Richards plays Patch McGill, the Bowery hanger-on out for a fast buck, but with a certain wicked cheerfulness about him. Jarma Lewis is amusingly down to earth as Mabel, a gal who likes a guy as long as he can buy her furs. Edmund Gwenn is delightful as Mr. Nolan, the groom who becomes devoted to the terrier. Dean Jagger is Mr. Wyndam, the cantankerous estate owner. Willard Sage is Tattle, the "heavy," and Richard Anderson and Sally Fraser play the romantic couple.



TICKET TO EASY STREET . . . Jarma Lewis listens skeptically as Jeff Richards tells her that his newly-acquired bull terrier, Wildfire, will put them on Easy Street. The scene is from M-G-M's comedy-drama, "The Bar Sinister," filmed in CinemaScope and color.

Still 1670-3

The Bar Sinister Mat 2-B

WILDFIRE, M-G-M'S NEWEST STAR, GIVES HIS FIRST INTERVIEW

(Special interview with Wildfire, pit bull terrier star of "The Bar Sinister," produced in CinemaScope and color by M-G-M from Richard Harding Davis' classic short story.)

It has been my good fortune to get a leading role in M-G-M's "The Bar Sinister." Luck played a certain part in this. That ever-popular classic by Richard Harding Davis is all about a pit bull terrier. I happen to be one of the few available. This, plus a natural talent for doing as I'm told, helped land me the job. Then my troubles began.

I'm taken out to the studio to be interviewed by the film's director, the producer, the wardrobe man, the prop man and others connected with the picture.

"Looks kind of dopey, doesn't he?" Honest—that was the first thing I heard.

"Think he'll stay awake long enough to shoot the picture?"

And so on. I was being interviewed, wasn't I? What did they expect me to do? Look like a college professor, or chase non-existent cats up the wall?

I just stood there, taking everything in. Nothing to get excited about. Heaven knows, I've been through basic training. My boss, Bill Koehler, often takes me out on indoctrination walks into factories, stores, markets, thick traffic. Anything to get me accustomed to noises, sudden distractions or strange situations. (Go ahead. Slam that door behind me. You won't find me jumping.)

Way way back, my ancestors knew how to take care of themselves. If they hadn't, I wouldn't be here today. In those days we were trained to fight. It was every dog for himself. You had to be smart and alert—or else.

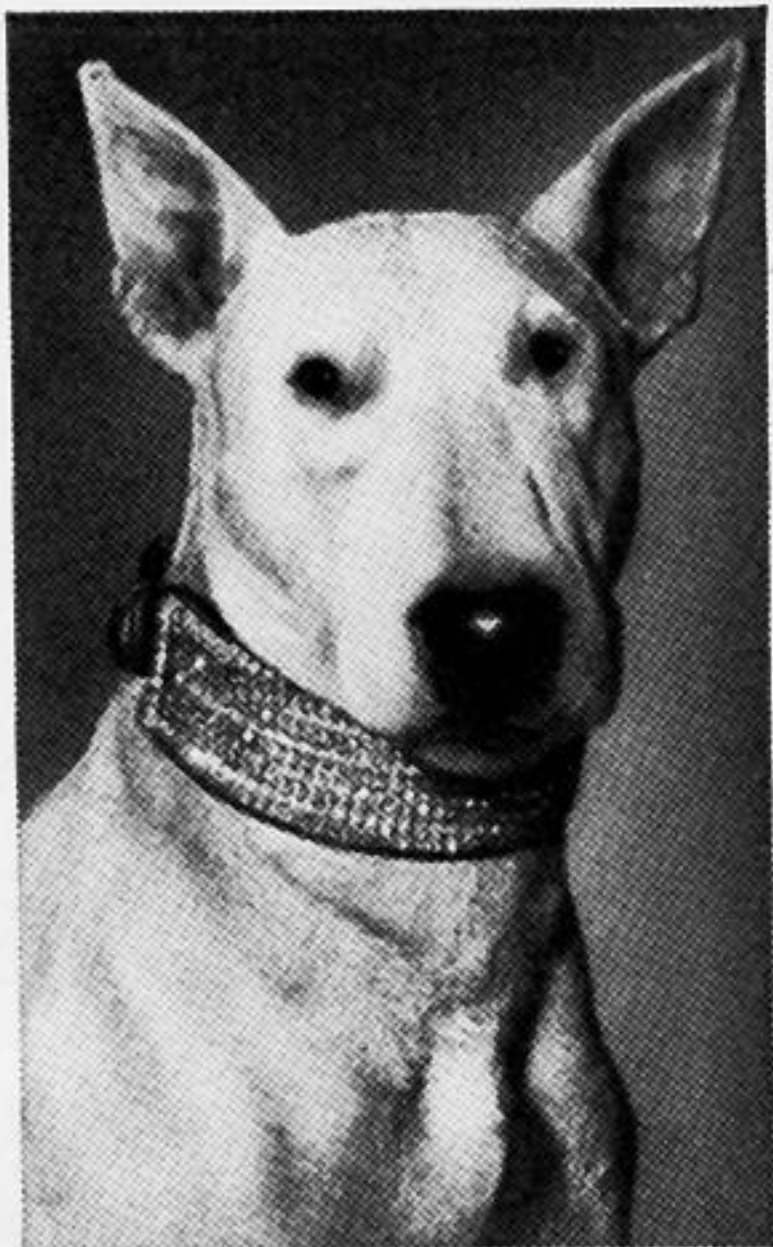
So some joker on the set blows a whistle. Am I supposed to holler fire?

I lie there, watching things out of the corner of my eye. This, I discover, is wrong. I'm supposed to sit up and look at a couple of actors. Nice young couple, named Jeff Richards and Jarma Lewis. Why didn't someone tell me to look up? I've got ears.

Now that I'm an actor—first in the family—I get up an hour earlier. This is not my idea of a big deal. However, I ride to the studio in a car, and while hairdressers and wardrobe people are fussing around the actors—why can't they carry their own

built-in wardrobe, like any sensible dog?—I get a chance to catch up on my beauty sleep.

The director of the picture, a Mr. Herman Hoffman, is a right thinker. Working under those hot lights can become quite tiring, particularly if you're used to fresh air. So Mr. Hoffman had a fan placed just out of camera range, my own portable air-conditioning unit. During scenes I had a constant supply of cooling breezes. Fair enough. You gotta cater to movie stars!



NEW CANINE STAR . . . M-G-M introduces a new dog star, Wildfire, who will win its way to your heart in "The Bar Sinister," CinemaScope comedy-drama based on the classic story by Richard Harding Davis. Jeff Richards, Jarma Lewis, Edmund Gwenn and Dean Jagger are the picture's human stars.

Still 1670-69 The Bar Sinister Mat 1-C

OSCAR WINNERS AND NEW FACES IN CAST OF COMEDY-ROMANCE

Two Academy Award-winners and four Hollywood newcomers share honors in the cast of "The Bar Sinister," M-G-M's CinemaScope filmization of the classic short story by Richard Harding Davis.

The Oscar holders are Edmund Gwenn and Dean Jagger, veterans of a long string of film hits. The "new faces" are represented by Jeff Richards, Jarma Lewis, Willard Sage and Sally Fraser.

Richards and Miss Lewis appeared together previously in "The Marauders," the picture in which this talented and photogenic newcomer made her film debut. Sage, a stage and TV actor, has appeared in only one previous picture. Miss Fraser is also a newcomer from TV to screen.

Gwenn plays Mr. Nolan, who adopts a pit bull terrier when the dog is abandoned by Richards after losing a fight in which it is outmatched. Jagger is seen as Mr. Wyndham, business tycoon dog-fancier who first despises, then befriends the mongrel pup which later becomes a champion.

"The Bar Sinister" was directed by Herman Hoffman and was produced by Henry Berman.



Jarma Lewis Mat 1/2-B

JEFF RICHARDS STARS AS BOWERY TOUGH-GUY

Following his progressively important roles in "Seven Brides for Seven Brothers," "Many Rivers to Cross" and "The Marauders," Jeff Richards wins his reward with the male lead in M-G-M's new CinemaScope picture, "The Bar Sinister."

Based on Richard Harding Davis' classic short story, the film casts Richards at Patch, husky, young wise-guy of New York's Bowery. Patch tries to cash in on the fighting ability of a pit bull terrier and at the same time becomes involved in a romance with a Bowery belle.

Others in leading roles include Jarma Lewis, with whom Richards appeared in "The Marauders," Edmund Gwenn, Dean Jagger and Richard Anderson. "The Bar Sinister" was directed by Herman Hoffman and was produced by Henry Berman.



Jeff Richards Mat 1/2-A

ROLE MARKS GWENN'S 60TH YEAR AS ACTOR

Edmund Gwenn's role in the new M-G-M CinemaScope film, "The Bar Sinister," marks his 60th year as a stage and screen actor.

A protegee of the late George Bernard Shaw, Gwenn began acting early in his teens and appeared with the great and near-great of the London and American stage. He insists that while the past may be glamorous in retrospect, the present is just as exciting.

In "The Bar Sinister," filmization of the classic short story by Richard Harding Davis, Gwenn is seen as Mr. Nolan, who adopts a pit bull terrier when the dog is abandoned after losing a fight.

Others in top roles are Jeff Richards, Jarma Lewis, Dean Jagger and Richard Anderson. The picture was directed by Herman Hoffman and was produced by Henry Berman.

"OSCAR TALK"

What do Academy Award winners talk about when not before the cameras?

A reporter on the set of M-G-M's "The Bar Sinister" overheard Edmund Gwenn and Dean Jagger, both Oscar winners, in a deep conversation between scenes of the CinemaScope film.

Subject: How to break a dog of chasing cars.

CAST

Patch McGill.....	Jeff Richards	Tom Tattle.....	Willard Sage
Mabel Maycroft.....	Jarma Lewis	Dorothy Wyndham.....	Sally Fraser
Jeremiah Nolan.....	Edmund Gwenn	George Oakley.....	Richard Anderson
Mr. Wyndham.....	Dean Jagger	Paddy Corbin.....	J. M. Kerrigan

and
Wildfire as Himself

CREDITS

Directed by Herman Hoffman. Produced by Henry Berman. Screen Play by John Michael Hayes. Based on a story by Richard Harding Davis. In CinemaScope. Photographed in Eastman Color. Director of Photography: Paul C. Vogel, A.S.C. Art Directors: Cedric Gibbons and Daniel B. Cathcart. Set Decorations: Edwin B. Willis, Keogh Gleason. Recording Supervisor: Wesley C. Miller. Color Consultant: Charles Hagedorn. Assistant Director: Joel Freeman. Music by Elmer Bernstein. Film Editor: John Dunning, A.C.E. Hair Styles by Sydney Guilaroff. Make-Up by William Tuttle.

SYNOPSIS

(Not For Publication) . . . Many men and quite a few women have helped shape the destiny of Wildfire, a stray bull terrier trying to get along in the Bowery. Patch McGill (Jeff Richards), lovable but work-shy broth of a boy with an eye for the ladies, finds Wildfire a walking gold mine. Betting on Wildfire's ability to beat other dogs, Patch lives high, keeps his chorus girl friend, Mabel (Jarma Lewis), in furs and perfumes. Wildfire finally loses a fight, Patch is broke, and Mabel, who feels work is for suckers, gives Patch the air. The disgraced Wildfire is rescued by kindly old Mr. Nolan (Edmund Gwenn), groom at a long Island estate. Owner of the estate, grumpy Mr. Wyndham (Dean Jagger), has no time for the dog. But his daughter, Dorothy (Sally Fraser), soon begins collecting cups and medals with Wildfire at local dog shows. Wildfire is not interested in medals. All he wants to do is find his father—and kill him. Wildfire figures his old man should never have deserted his mother. The dog's reputation, however, leads the Bowery boys to kidnap him for ransom. Wyndham, previously indifferent, rescues Wildfire, at the same time cleaning up a saloon with Patch McGill. Wildfire's big moment, when he is crowned world champion at the annual dog show, is an anticlimax. The champion he has dethroned is none other than his father. But blood is thicker than water. Father and son, along with mother, are reunited. And Wildfire settles down with his pedigreed girl friend from next door—sanctioned, of course, by the American Kennel Club!

Running Time: 88 Minutes

Music Hath Charms, Etc.

Shakespeare was right about music.

With 133 dogs barking simultaneously on an M-G-M sound stage for a dog show sequence in "The Bar Sinister," Director Herman Hoffman tried every trick known to dogdom to gain silence.

Finally, he signaled an eight-piece orchestra used in the scene to strike up. As soon as the music began, every dog stopped barking.

HERE'S REAL CASE OF PUTTING ON THE DOG!

The leading canine actors in M-G-M's "The Bar Sinister" can boast wardrobes rivaling those of the picture's two-legged stars—Jeff Richards, Jarma Lewis, Edmund Gwenn and Dean Jagger.

The studio's wardrobe department created a special outfit for Wildfire, pit bull terrier and the scourge of the Bowery saloons. As befits his rugged background, Wildfire sports a red dog blanket with a collar that rolls back in the manner of a turtle-neck sweater. And, following the prize ring custom, Wildfire's name is emblazoned on the back.

For Miss Ladyship, canine social leader of the Long Island kennels, wardrobe supplied outfits in pink, trimmed with white ruffles, and also in quilted blue satin.

Equally resplendent but stressing dignity are the all-black velvet robes embroidered with gold-threaded lettering for Prince Regent, enacting a world champion bull terrier.

The picture, filmed in CinemaScope and color, is based on the famous short story by Richard Harding Davis.

SHARE ADVENTURE, ROMANCE AND FUN



STAR IN "THE BAR SINISTER" . . . Jarma Lewis and Jeff Richards share stellar honors with the delightful new canine acting find, Wildfire, in "The Bar Sinister," M-G-M comedy-drama in CinemaScope, based on the classic story by Richard Harding Davis.

Still 1670-83

The Bar Sinister Mat 2-E



SATURDAY NIGHT IN DOGDOM . . . Edmund Gwenn and Sally Fraser administer the soap and suds as the bull terrier is groomed for his appearance at a society kennel show. The scene is from M-G-M's CinemaScope comedy-drama, "The Bar Sinister," co-starring Jeff Richards, Jarma Lewis and Dean Jagger.

Still 1670-15

The Bar Sinister Mat 2-D

M-G-M presents in **CINEMASCOPE** and **COLOR**
RICHARD HARDING DAVIS'
THE BAR SINISTER

Thrilling dramatization
of the novel by
Richard Harding Davis!



I was rescued from my cruel owner and trained to fight for the betting crowd.



My new owner, now in the money, makes his girl friend happy.



They won many purses on me, but Fate caught up and I was back on the streets.



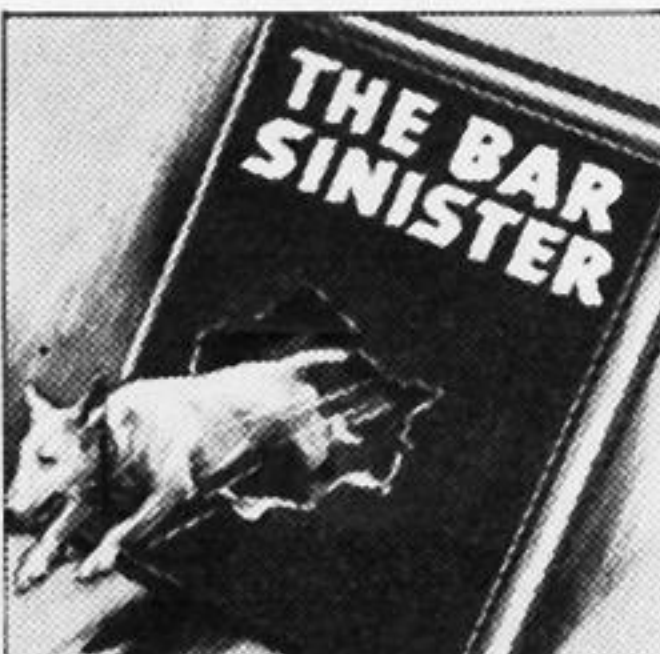
A stroke of luck finds me on a millionaire's estate in the middle of a romance.



Enemies gang up on me and suddenly I'm drugged and taken for ransom.



My friend from the estate rescues me in a brawl the Bowery will never forget. After that I compete in a ritzy dog show and it's a panic!



Come and see the rest of the famed story yourself, with romance at the thrilling end!

STARRING
JEFF RICHARDS
JARMA LEWIS
EDMUND GWENN
DEAN JAGGER
AND
WILDFIRE
WITH
RICHARD ANDERSON · WILLARD SAGE

Screen Play by **JOHN MICHAEL HAYES** Photographed in **EASTMAN COLOR** Directed by **HERMAN HOFFMAN** Produced by **HENRY BERMAN**
AN M-G-M PICTURE

T H E A T R E

Ad No. 406—4 Cols. x 6" (340 Lines)

THE
WORD
WILL GET
AROUND
LIKE
“WILDFIRE”



M-G-M's picturization of the famed Richard Harding Davis story is a delightful film! It is novel, thoroughly amusing and decidedly worth seeing!

M-G-M presents in **CINEMASCOPE** and **COLOR**
RICHARD HARDING DAVIS'
THE BAR SINISTER

STARRING
JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN · DEAN JAGGER AND WILDFIRE
WITH **RICHARD ANDERSON · WILLARD SAGE** · Screen Play by **JOHN MICHAEL HAYES** · Photographed in **EASTMAN COLOR**
Directed by **HERMAN HOFFMAN** · Produced by **HENRY BERMAN**
AN M-G-M PICTURE

T H E A T R E

Ad No. 306—3 Cols. x 5¾" (240 Lines)



M-G-M presents
RICHARD HARDING DAVIS'
THE BAR SINISTER
in **CINEMASCOPE**
and **COLOR**
STARRING
JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN · DEAN JAGGER
AND **WILDFIRE**

T H E A T R E

Ad No. 111
1 Col. x 4" (56 Lines)

*You're going to the dogs...
and you'll love it!!!*



The Richard Harding Davis story has been made into an excellent motion picture. It is novel, thoroughly amusing and decidedly worth seeing!

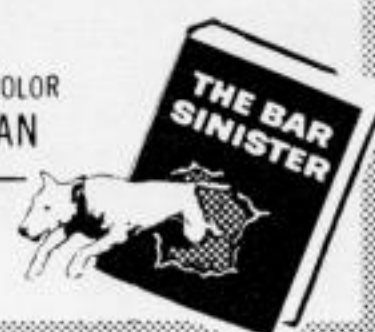
M-G-M presents RICHARD HARDING DAVIS'
THE BAR SINISTER

in CINEMASCOPE and COLOR

STARRING
**JEFF RICHARDS • JARMA LEWIS
EDMUND GWENN • DEAN JAGGER • WILDFIRE**

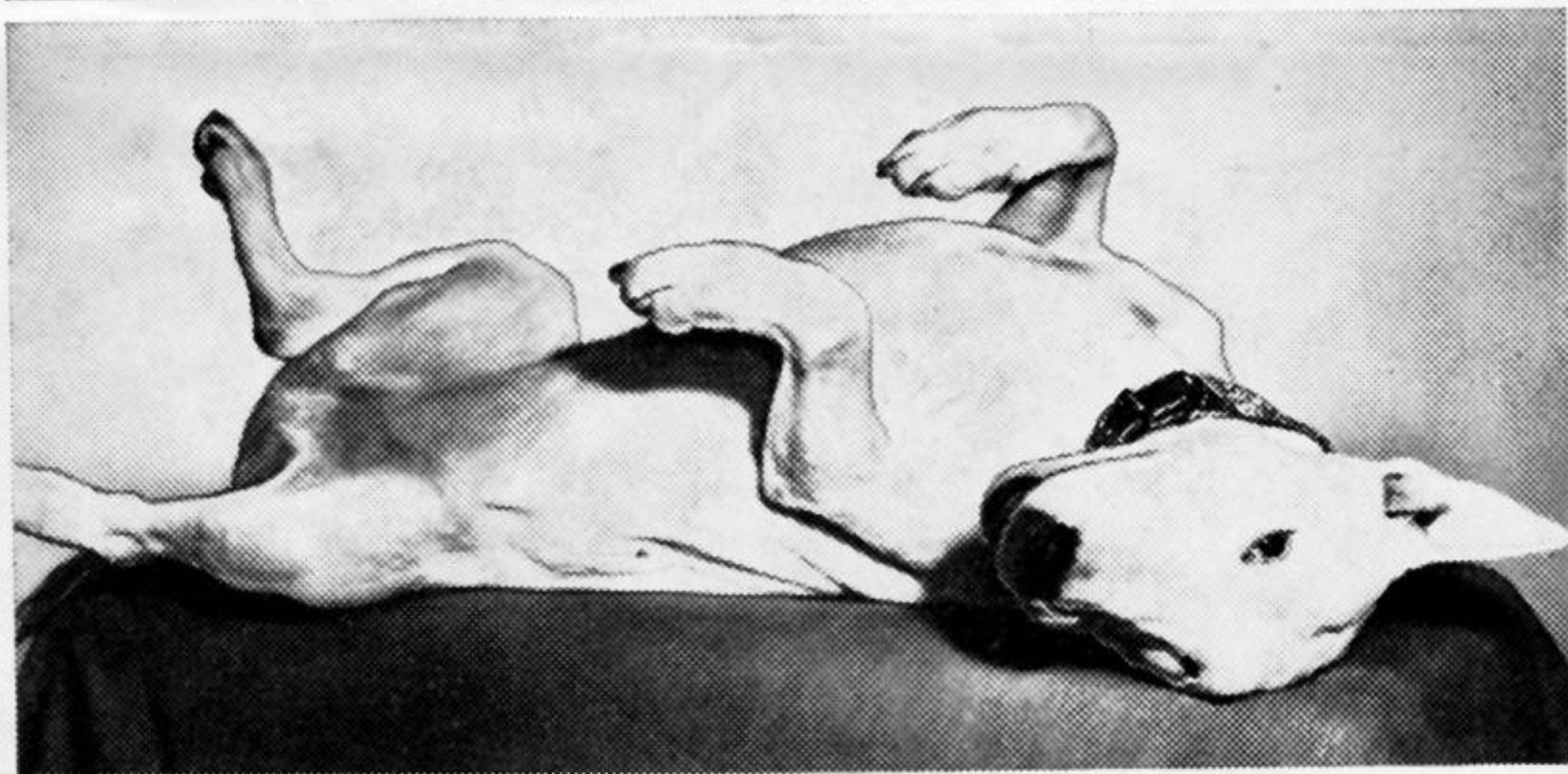
WITH RICHARD ANDERSON • WILLARD SAGE
Screen Play by JOHN MICHAEL HAYES • Photographed in EASTMAN COLOR
Directed by HERMAN HOFFMAN • Produced by HENRY BERMAN
AN M-G-M PICTURE

T H E A T R E



Ad No. 208—2 Cols. x 4" (112 Lines)

What's so tough about leading a dog's life?



M-G-M's THE BAR SINISTER is a movie with a twist all its own. This novel story is enlivened by the shaggy observations on life and love of its star, Wildfire, a happy and scrappy bull terrier whose adventures were the subject of the famed Richard Harding Davis yarn upon which the movie was based. Now Color and CinemaScope bring THE BAR SINISTER to the screen, and it makes for a most unusual comedy-drama. If you've been looking for something different in motion picture entertainment, you have a rare treat coming.



M-G-M presents in Color and CINEMASCOPE *Richard Harding Davis'* **"THE BAR SINISTER"**
starring **JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN • DEAN JAGGER** and **WILDFIRE**
with **Richard Anderson • Willard Sage** • Screen play by **John Michael Hayes** • Photographed in **Eastman Color**
Directed by **Herman Hoffman** • Produced by **Henry Berman** • An M-G-M Picture

T H E A T R E

Ad No. 3001—3 Cols. x 8" (340 Lines)



**You are going
to the dogs...
and you'll love it!**



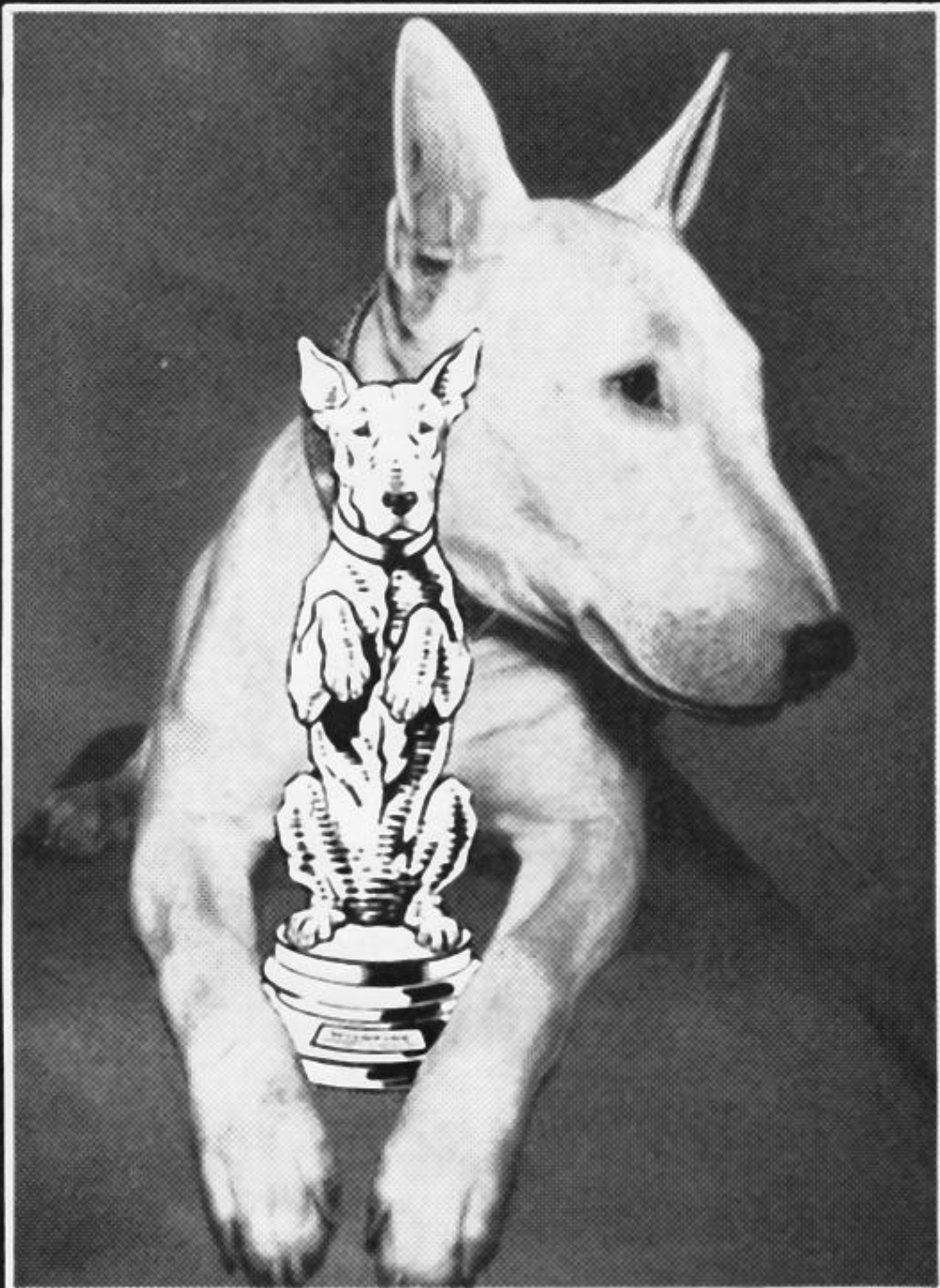
M-G-M has a long and happy record of successful movies about animals. The "Lassie" series and "National Velvet" come to mind as outstanding examples. Now M-G-M has selected perhaps the most beloved of American dog stories (which has some fascinating human characters, too!) and sparked it into motion picture life. Its title is "The Bar Sinister" by Richard Harding Davis. The only "sinister" thing about it is the way it sneaks up on your heart—and captures it.

M-G-M presents in Color and CINEMASCOPE
Richard Harding Davis'
"THE BAR SINISTER"
starring **JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN**
DEAN JAGGER and **WILDFIRE** with **Richard Anderson • Willard Sage**
Screen play by **John Michael Hayes** • Photographed in **Eastman Color**
Directed by **Herman Hoffman** • Produced by **Henry Berman** • An M-G-M Picture

T H E A T R E

Ad No. 2004—2 Cols. x 9 1/4" (255 Lines)

**"IT MAY BE THE FIRST
TIME AN OSCAR IS
AWARDED TO A DOG!"**



Hollywood reports the performance of a young canine star named "Wildfire" in M-G-M's "The Bar Sinister" has the two-legged actors pacing the floor of nights. Beware of this dog! He's half-human, half-clown and all talent! (We might mention that "The Bar Sinister" is a comedy—the only thing sinister about it is the sneaky way Wildfire steals the audience's heart!) Don't miss it, please.



M-G-M presents in Color and CINEMASCOPE
Richard Harding Davis'

"THE BAR SINISTER"

starring JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN
DEAN JAGGER and WILDFIRE with Richard Anderson • Willard Sage
Screen play by John Michael Hayes • Photographed in Eastman Color
Directed by Herman Hoffman • Produced by Henry Berman • An M-G-M Picture

Ad No. 2002—2 Cols. x 9½" (265 Lines)

**YOU'RE GOING TO
THE DOGS...
AND YOU'LL
LOVE IT!**



M-G-M
presents
RICHARD HARDING DAVIS'

**THE BAR
SINISTER**

in CINEMASCOPE
and COLOR

JEFF RICHARDS • JARMA LEWIS
EDMUND GWENN • DEAN JAGGER
and WILDFIRE

T H E A T R E

Ad No. 112
1 Col. x 3" (42 Lines)



*You're going to the dogs...
and you'll love it!!!*

M-G-M presents RICHARD HARDING DAVIS'

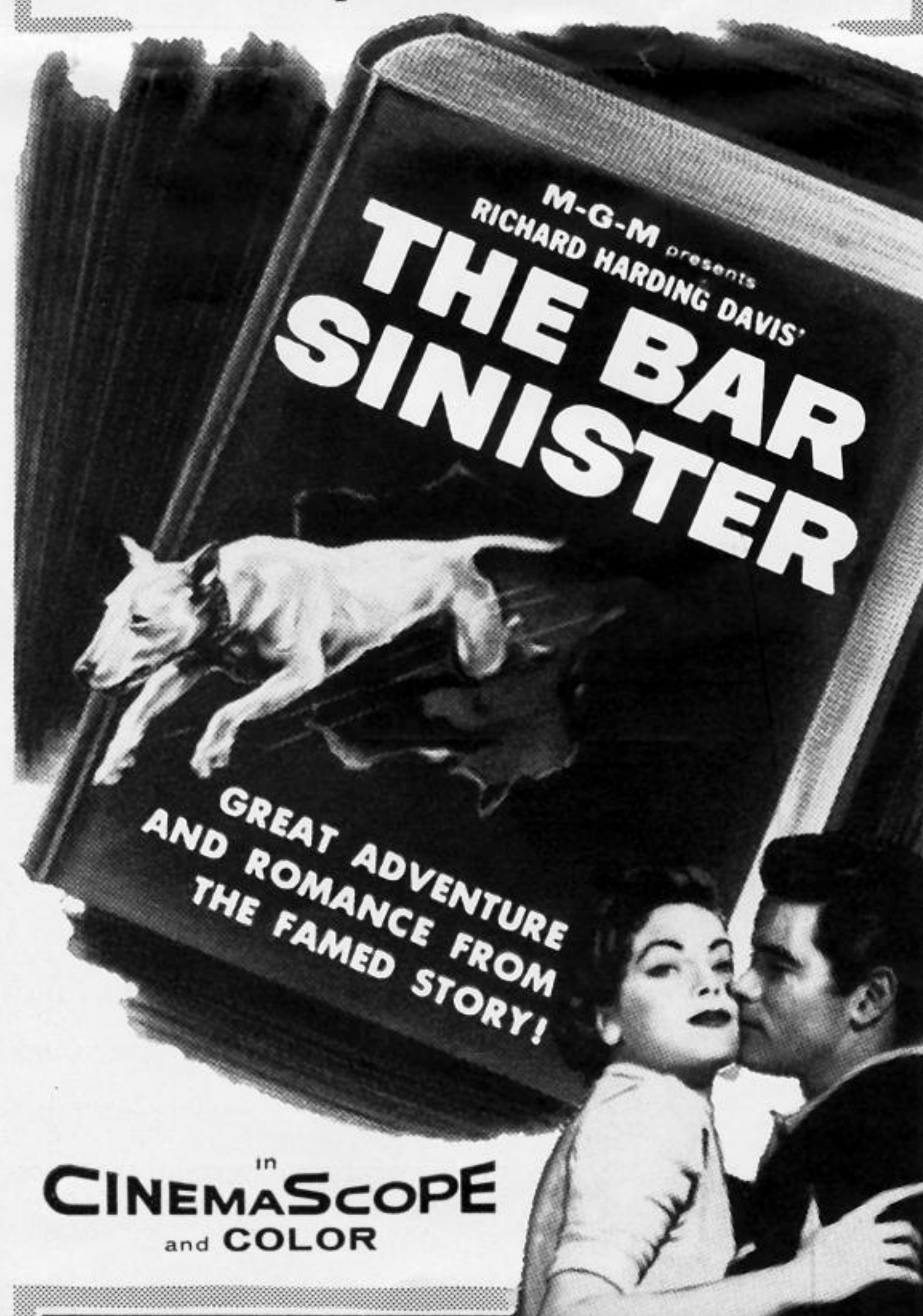
**THE BAR
SINISTER**

in
CINEMASCOPE
and COLOR

STARRING
JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN
and DEAN JAGGER • WILDFIRE

Ad No. 209—2 Cols. x 2" (56 Lines)

**You're going to the dogs...
and you'll love it!**



in
CINEMASCOPE
and COLOR

STARRING
JEFF RICHARDS • JARMA LEWIS
EDMUND GWENN • DEAN JAGGER and WILDFIRE
WITH RICHARD ANDERSON • WILLARD SAGE

Screen Play by JOHN MICHAEL HAYES • Photographed in EASTMAN COLOR
Directed by HERMAN HOFFMAN • Produced by HENRY BERMAN
AN M-G-M PICTURE

T H E A T R E

Ad No. 206—2 Cols. x 7½" (210 Lines)

The beloved Richard Harding Davis story is a delightful picture! It's different, funny and truly worth seeing!

You're going to the dogs... and you'll love it!!!

M-G-M presents in **CINEMASCOPE** and **COLOR** / RICHARD HARDING DAVIS'

THE BAR SINISTER

STARRING
JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN
DEAN JAGGER AND WILDFIRE WITH RICHARD ANDERSON • WILLARD SAGE

Screen Play by JOHN MICHAEL HAYES • Photographed in EASTMAN COLOR
Directed by HERMAN HOFFMAN • Produced by HENRY BERMAN • AN M-G-M PICTURE

T H E A T R E

Screen Play by JOHN MICHAEL HAYES • Photographed in EASTMAN COLOR • Directed by HERMAN HOFFMAN • Produced by HENRY BERMAN

Ad No. 307—3 Cols. x 4" (168 Lines)

↓ The line drawings illustrated below are not available as mats. They may be used as art in constructing line plate ads for use where half tone results are not of the best. ↓



Great Adventure and Romance from the famed story!

The Richard Harding Davis story is a fine picture. It's novel, amusing and well worth seeing!

M-G-M presents
RICHARD HARDING DAVIS'

THE BAR SINISTER

in **CINEMASCOPE** and **COLOR**

STARRING
JEFF RICHARDS
JARMA LEWIS
EDMUND GWENN
DEAN JAGGER
AND WILDFIRE
WITH RICHARD ANDERSON • WILLARD SAGE

T H E A T R E

Ad No. 110
1 Col. x 7 1/8" (100 Lines)

THEATRE

LAST 3 DAYS
"SEASON'S FUNNIEST MOVIE!"

CINEMASCOPE

MGM Presents RICHARD HARDING DAVIS'

'THE BAR SINISTER'

in **COLOR** • starring
Jeff RICHARDS • Jarma LEWIS
Edmund GWENN • Dean JAGGER
and WILDFIRE with Richard ANDERSON
Willard SAGE

NEXT ATTRACTION

Ad No. L-104
1 Col. x 5" (70 Lines)

THEATRE

LAST 2 DAYS

STARTS THURS.
"SEASON'S FUNNIEST MOVIE!"

CINEMASCOPE

MGM Presents RICHARD HARDING DAVIS'

'THE BAR SINISTER'

in **COLOR** • starring
Jeff RICHARDS • Jarma LEWIS
Edmund GWENN • Dean JAGGER
and WILDFIRE with Richard ANDERSON
Willard SAGE

Ad No. L-103
1 Col. x 5" (70 Lines)

COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

RICHARD HARDING DAVIS'
THE BAR SINISTER
FROM M-G-M IN CINEMASCOPE AND COLOR!

GREAT ADVENTURE AND ROMANCE
FROM M-G-M IN CINEMASCOPE AND COLOR!
RICHARD HARDING DAVIS'
THE BAR SINISTER

GREAT ADVENTURE AND ROMANCE
FROM THE FAMED STORY!
M-G-M presents RICHARD HARDING DAVIS'
THE BAR SINISTER
STARRING
JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN
DEAN JAGGER AND WILDFIRE
in COLOR and
CINEMASCOPE

Ad No. 113
1 Col. x 2" (28 Lines)



Mat 1-A

M-G-M presents RICHARD HARDING DAVIS'
THE BAR SINISTER
in CINEMASCOPE and COLOR

Ad No. 114
1 Col. x 1" (14 Lines)

COOL
NOW
THEATRE
M-G-M Presents RICHARD HARDING DAVIS'
'THE BAR SINISTER'
COLOR
starring
JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN · DEAN JAGGER
and WILDFIRE
with
Richard ANDERSON
Willard SAGE

Ad No. L-101
1 Col. x 2" (28 Lines)

COOL
NOW
THEATRE
MGM Presents
in COLOR and
CINEMASCOPE
RICHARD HARDING DAVIS'
'THE BAR SINISTER'
starring
JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN · DEAN JAGGER
and WILDFIRE with Richard ANDERSON
Willard SAGE

Ad. No. L-102
1 Col. x 3" (42 Lines)



Mat 2-B

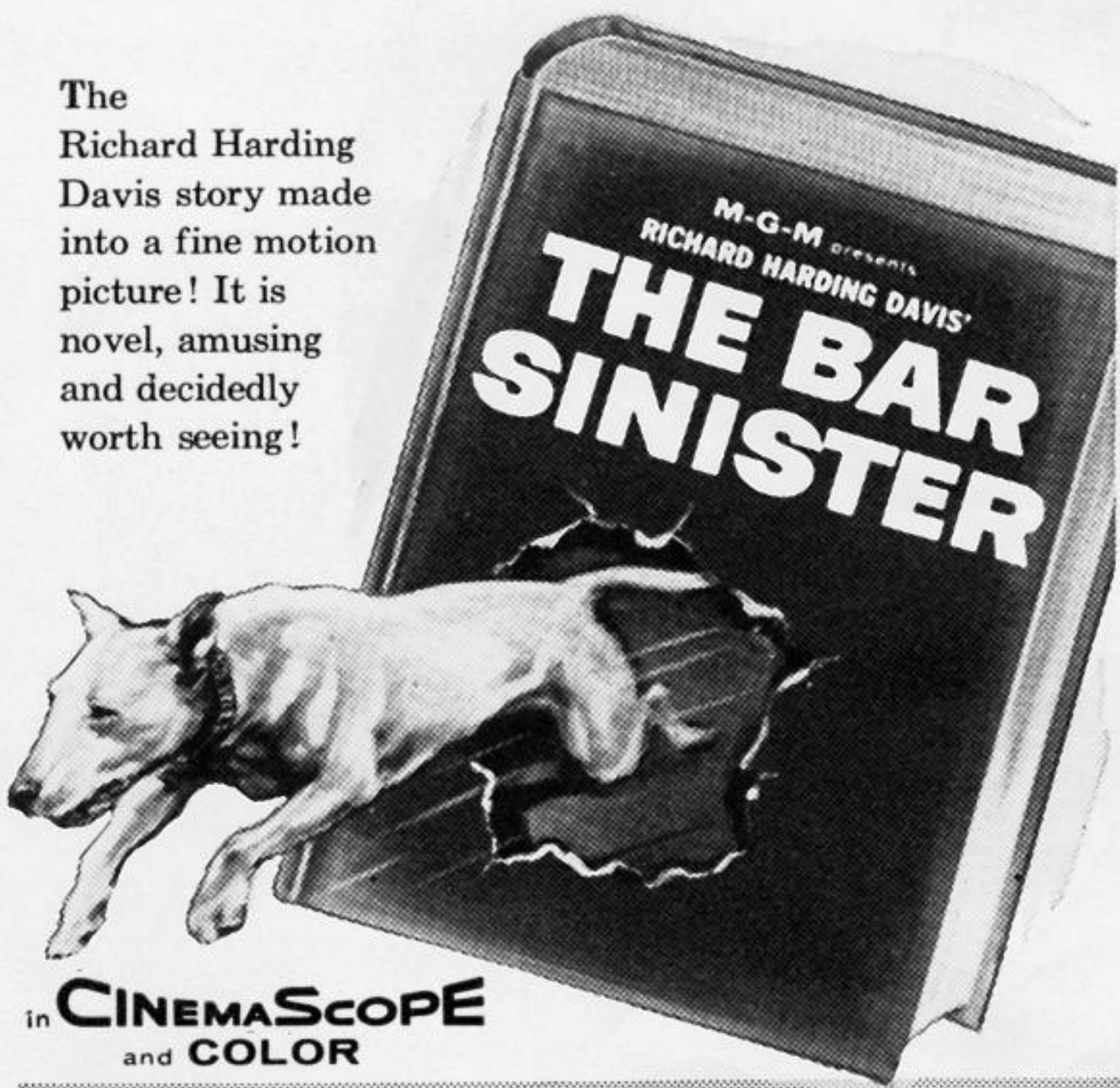
GREAT ADVENTURE AND ROMANCE FROM THE FAMED STORY!
FROM M-G-M IN CINEMASCOPE AND COLOR!
RICHARD HARDING DAVIS'
THE BAR SINISTER

GREAT ADVENTURE AND ROMANCE FROM THE FAMED STORY!
M-G-M presents RICHARD HARDING DAVIS'
THE BAR SINISTER
in CINEMASCOPE and COLOR
STARRING
JEFF RICHARDS
JARMA LEWIS
EDMUND GWENN
DEAN JAGGER
AND WILDFIRE

Ad No. 210—2 Cols. x 1" (28 Lines)

NOW at COOL
THEATRE
M-G-M Presents RICHARD HARDING DAVIS'
'THE BAR SINISTER'
in COLOR and CINEMASCOPE starring
JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN · DEAN JAGGER
and WILDFIRE with RICHARD ANDERSON · WILLARD SAGE

Ad No. L-201—2 Cols. x 2 1/2" (70 Lines)



STARRING
**JEFF RICHARDS · JARMA LEWIS
EDMUND GWENN · DEAN JAGGER AND WILDFIRE**
WITH RICHARD ANDERSON · WILLARD SAGE · Screen Play by JOHN MICHAEL HAYES
Photographed in EASTMAN COLOR · Directed by HERMAN HOFFMAN · Produced by HENRY BERMAN

AN M-G-M PICTURE

T H E A T R E

Ad No. 207—2 Cols. x 5" (140 Lines)

COMPOSITE AD AND
PUBLICITY MAT

SPECIAL MAT NO. 1

Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices from NATIONAL SCREEN SERVICE



8 x 10 COLOR PRINTS (12 to a Set!)

These are available for general exhibitor lobby and tie-up display purposes. These full-color lithograph stills, showing the stars and highlight scenes from the production are packaged in glassine envelopes and sold by National Screen.

The "B Sets" of stills comprised of advertising and publicity photos are available in black and white. These sets also include a number of production stills in black and white so that theatres desiring that type of photography for publicity and advertising purposes will be completely covered.

ORDER DIRECTLY FROM NATIONAL SCREEN



EXPLOITATION

You have a real surprise in "The Bar Sinister"! It is a really excellent screen comedy gem that is as heart-warming as it is hilarious! "The Bar Sinister" is an exploitation natural. Just as "Lassie" and "Gallant Bess" and, more recently "Francis," paid off to showmen who gave them something extra in the way of promotion, so will "The Bar Sinister."

"The Bar Sinister" is based on the American classic story by Richard Harding Davis. It is novel, thoroughly amusing and decidedly worth seeing—stress these facts in your campaign. AN ADVANCE SCREENING FOR KENNEL CLUB OFFICIALS, LOCAL ANIMAL LOVERS, NEWSPAPER, TELEVISION AND RADIO V.P.'s IS GOING TO CREATE MUCH FAVORABLE WORD-OF-MOUTH! Plan such a screening now!

CLASSIFIED AD

Place the following classified ad in your newspaper:

FOUND! Handsome English bull terrier. Answers to name of "Wildfire." He's the star of M-G-M's novel new motion picture "The Bar Sinister" together with Jeff Richards, Jarma Lewis, Edmund Gwenn and Dean Jagger. See it at the . . . Theatre starting . . .

THE TRAILER HAS PUNCH

The CinemaScope and wide screen trailer for "The Bar Sinister" has real punch and action appeal that all fans—both young and old—will love. Order it from your M-G-M exchange well in advance of your playdate and show it often for best results!

ENLIST LIBRARIES, BOOK STORES

Both libraries and book stores carry "The Bar Sinister" by Richard Harding Davis. The book is considered an American classic. Arrange at libraries, bulletin board displays of the book, supplemented with scene stills and your credits. Go after window display space at local book stores. P.S. Don't forget grade school and junior and senior high school libraries!

SUMMER PLAYGROUND TIE-IN

Many communities sponsor supervised summer playgrounds, open to all kids. Arrange for kids to show their dogs in a competition honoring "The Bar Sinister" and "Wildfire," canine star of the picture. Award loving cups to kids who show best dogs. First, second and third place cups are inscribed "From 'Wildfire,' star of 'The Bar Sinister.'" Pet show should gain valuable newspaper space with your credits!



3XA... "THE BAR SINISTER"

DISTRIBUTE CARDS TO KIDS

All kids love dogs and will love belonging to the 'Jr. Kennel Club'. Simply pass out the cards to the kids at your theatre (you have cards printed locally from mat available at NSS). Too, use card in conjunction with tie-in with local pet shop—where they are also distributed. If desired, print lucky numbers on the backs of the cards, and state that if number corresponds with winning list of numbers posted in your lobby, owner will gain free admission to see "The Bar Sinister." Use the line in your newspaper ad: "Kids! Come in and receive your lucky Jr. Kennel Club card free!"

PLAN EXTENSIVE PET SHOP TIE-IN

You should plan a really extensive tie-in with best local pet shop to promote "The Bar Sinister." In addition to usual tie-in window and interior displays featuring stills and your credits you should stage 1. PUPPY GIVEAWAY to persons who give best name to English Bull or other puppy displayed in window of pet store and your theatre lobby. 2. STREET BALLY STUNT in which as many dogs from pet store as possible are paraded through busiest streets. Each dog 'wears' tiny sign advertising "The Bar Sinister"! This stunt should attract wide ohs and ahs and attention. 3. SHARED NEWSPAPER AD promoting the pet store and your picture. 4. LETTER WRITING CONTEST sponsored by store and theatre. Subject is "The Joy of Owning a Dog." Award guest tickets, promoted prizes.

STILLS SHOWN ARE AVAILABLE FROM NSS. They are (upper right to lower left) :
 1670x17, S1670-83, 1670x18, S1670-74, 1670x10, 1670x28, 1670x32, 'Bar Sinister' 9027.

INTRODUCE WILDFIRE VIA NEWSPAPER

Present art shown here to feature editor of local newspaper for article introducing "Wildfire," the canine star of "The Bar Sinister." Have him compared with former 'stars' "Gallant Bess" and "Lassie." Publicity section of this press book carries story on the new movie dog which you should present along with art. Print locally and distribute teaser 'introduction' cards using the following copy: "Remember 'Lassie' and 'Gallant Bess'? Now meet another great new animal star, 'Wildfire.' He'll win your heart in M-G-M's new CinemaScope and Color film, 'The Bar Sinister' also starring Jeff Richards, Jarma Lewis, Edmund Gwenn and Dean Jagger. Starts . . . at the . . . Theatre."



LASSIE 6579



GALLANT BESS S1368-55



1670-69

OFF BEAT APPROACH!

It will require a little extra work, but will be decidedly to your advantage if you can arrange with feature editor of your local newspaper to cover a special screening of "The Bar Sinister" for canines. His article will be pegged along the line of dogs' reactions to seeing humans and animals on the screen. The feature should be humorous in content. (Two or three dogs at screening is sufficient.)

Too, try to get newspaper to arrange contest for readers to send in pictures of their pets in an expressionistic mood — pictures of animals 'laughing,' 'smiling' or looking 'sad.' Shown here is still number C 1670-64 of 'Wildfire,' star of "The Bar Sinister" in a woeful mood, to be shown by newspaper (and your credits stated) when they announce contest. Guest tickets to see the film serve as prizes to those who send in best photographs.



C1670-64

JARMA LEWIS

BEAUTY STILLS



Shown here is stunning new star Jarma Lewis in one of three beauty stills, available from NSS.

Plant them at cosmetic departments in local five-and-dimes and in window displays at same.

Too, see if you can interest beauty editor of local newspaper in running them as a feature.

Stills are numbers Jarma Lewis 8682, Jarma Lewis 8683 and Jarma Lewis 8684. Appropriate captions are beneath photos.

TV TRAILER

"The Bar Sinister" TV trailer is an appetizing teaser especially appealing to anyone who owns a dog or has ever wanted to. Ten seconds at end of trailer is silent for local announcer to state your credits. Obtain it from your M-G-M field press representative (running time of trailer is approximately 90 seconds).

RADIO COPY

144-word Live Copy
Announcer: The happiest movie of the year is on its way! It's M-G-M's Color and CinemaScope production of the famous Richard Harding Davis story, THE BAR SINISTER. And don't let that title fool you. There's absolutely nothing sinister about this hilarious comedy except that it's sure to steal your heart! It's the story of Wildfire, the clever and scrappy bull terrier whose uproarious adventures prove that a dog's life isn't so bad after all! New stars Jeff Richards and Jarma Lewis team with Academy Award favorites Edmund Gwenn and Dean Jagger as some of the colorful characters mixed up in Wildfire's wild career. And by means of an off-screen voice, Wildfire himself adds to the fun with witty observations about life and love! It's truly unusual entertainment, filled with humor, action and romance! M-G-M's wonderful surprise in Color and CinemaScope . . . THE BAR SINISTER! Coming . . . Theatre!

29-Word Live Copy
Announcer: M-G-M's THE BAR SINISTER is the year's funniest surprise package — the story of a dog's adventures on the road to fame! See THE BAR SINISTER . . . in Color and CinemaScope! Starts . . . Theatre.

M-G-M's Unusual New Drama, "THE BAR SINISTER"



I was rescued from my cruel owner and trained to fight for the betting crowd.

My new owner, now in the money, makes his girl friend happy

They won many purses on me, but Fate caught up and I was back on the street.

A stroke of luck finds me on a millionaire's estate in the middle of a romance

Enemies gang up on me and suddenly I'm drugged and taken for ransom

My friend from the estate rescues me in a brawl the Bowery will never forget

M-G-M PRESENTS IN CINEMASCOPE AND COLOR, "THE BAR SINISTER" STARRING JEFF RICHARDS • JARMA LEWIS • EDMUND GWENN • DEAN JAGGER AND WILDFIRE

MAT 8XA — "THE BAR SINISTER"

The above 8 column wide mat (shown here in reduced size) is available from NSS. It can be used in several ways: 1. As a color-in contest (with appropriate copy). 2. As a story-in-pictures to be run by local newspaper. 3. As a throwaway herald. 4. As a paid newspaper advertisement.

M·G·M PRESENTS IN CINEMASCOPE AND COLOR

THE BAR SINISTER

Thrilling dramatization of the novel by Richard Harding Davis



I was rescued from my cruel owner and trained to fight for the betting crowd.

My new owner, now in the money, makes his girl friend happy.

They won many purses on me, but Fate caught up and I was back on the street.

A stroke of luck finds me on a millionaire's estate in the middle of a romance.



Enemies gang up on me and suddenly I'm drugged and taken for ransom.

My friend from the estate rescues me in a brawl the Bowery will never forget.

Come and see the rest of the famed story yourself, with romance at the thrilling end!

Starring **JEFF RICHARDS · JARMA LEWIS · EDMUND GWENN**
DEAN JAGGER AND WILDFIRE
 With **RICHARD ANDERSON · WILLARD SAGE** Screen Play by **JOHN MICHAEL HAYES**
 Photographed in **EASTMAN COLOR** Directed by **HERMAN HOFFMAN** Produced by **HENRY BERMAN**
 Based On a Story by **RICHARD HARDING DAVIS**
 A Metro-Goldwyn-Mayer Picture **LM 3878**

6 SHEET

P
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ONE SHEET



3 SHEET



11 x 14 LOBBY DISPLAY CARDS

ORDER ALL ACCESSORIES
 FROM YOUR LOCAL
 NATIONAL SCREEN
 SERVICE EXCHANGE.

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D
S



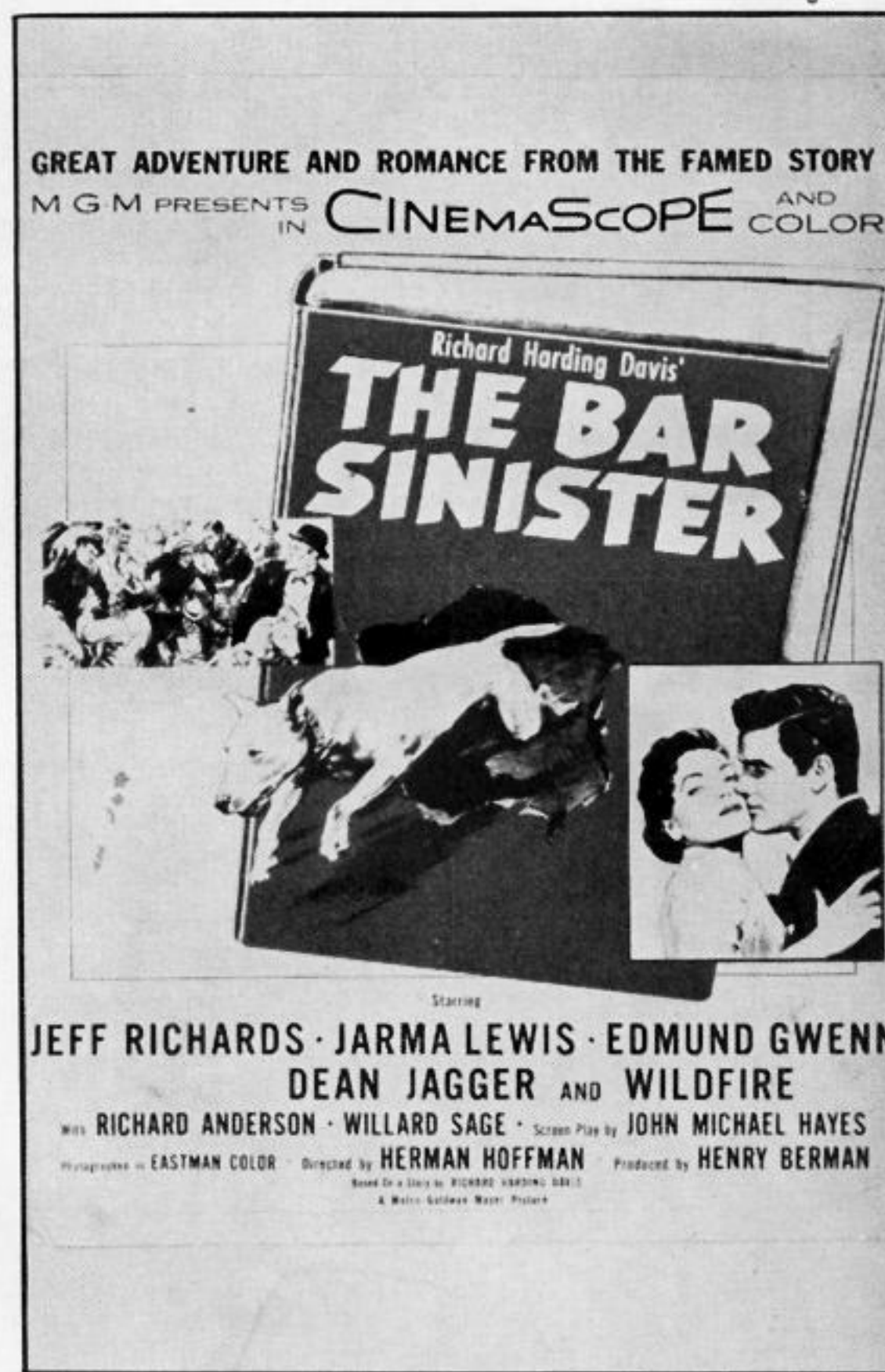
INSERT CARD



22 x 28 CARDS



B



14 x 22 WINDOW CARD

"B" SET SHOWMANSHIP PHOTOGRAPHIC PACKAGE

A practical black-and-white photo selection of material for advertising, exploitation, window tie-ups, lobbies—including a special selection of scene stills from the picture for newspaper and other publicity purposes.

All the stills are 8 x 10. Order in complete sets, or as many individual stills as required—from your local branch of

NATIONAL SCREEN SERVICE

Printed in U. S. A.