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Editorial Salutes from Two Leaders in the field of Motion Picture Publishing!

Something wonderful happened to Martin Quigley, head of the Quigley publications, and to Chester Bahn, Editor of FILM DAILY, when they saw Samuel Goldwyn's "Hans Christian Andersen!"

QUIGLEY PUBLISHING COMPANY, INC.
ROCKEFELLER CENTER
NEW YORK

MOTION PICTURE HERALD
MOTION PICTURE DAILY
BETTER THEATRES
THEATRE SALES
MOTION PICTURE ALMANAC
FAME

November 25, 1952

Dear Sam:

As a long-time admirer of the art and showmanship of Samuel Goldwyn, I am delighted to seize this first moment of a new business day to express pleasure and gratification over my happy experience last evening in seeing "Hans Christian Andersen."

I feel a deep sense of obligation to you for this rare experience—an obligation which I believe I shall eventually be sharing with countless millions of people the whole world over.

"Hans Christian Andersen," as you have brought the subject to the screen, is, in my opinion, a living, vibrant work of art—an achievement of classic significance in its beauty, melody, humor, movement and sentiment. It represents to me the Screen in the full bloom of the maturity of the art. This production alone would insure for its producer a permanent place in the hall of fame of theatrical entertainment.

Yours sincerely,

Martin Quigley

Mr. Samuel Goldwyn
Sherry Netherland Hotel
Fifth Avenue at 59th Street
New York, New York

NOVEMBER 28, 1952
THE FILM DAILY

"Andersen" . . . by Goldwyn

By CHESTER B. BAHN

THE PRODUCTION brilliance of Samuel Goldwyn, which if anything has grown the brighter with the passing of the years, was never more magnificently in evidence, never more admirably employed than in his latest art work, "Hans Christian Andersen."

This fairy tale in rich-hued Technicolor, which has Danny Kaye in the title role giving a warmly human performance sans the clowning that has been his cinematic forte and which has one of France's most talented ballerinas, Jeanmaire, not only dancing divinely but surprising you as a talented actress and singer, is as festive as the holiday season which it enhances.

And don't let the first paragraph reference to art work—and the term is used advisedly—mislead you. "Hans Christian Andersen" is simon-pure box office, and if Goldwyn does not only recoup his investment of millions, (representing his own money, incidentally), but a very tidy profit as well, this pulse-taker among many, many others will be very surprised, indeed.

IT'S TRITE admittedly to say that "Hans Christian Andersen," with its melodious Frank Loesser score, its quartet of finally

done imaginative ballets, its opulent, visually intoxicating settings, its tender story, honestly fanciful; its commendable performances by the hand-picked cast, and its excellent direction by Charles Vidor, is a picture for all ages, all audiences.

But how else do you say just that, anyway? Obviously, "Hans Christian Andersen" had that fullest measure of loving care which Goldwyn ever gives to his productions. Don't confuse that with the millions expended in the picture's making. There have been other productions as costly in the past with less happy screen results. Money helps, certainly, but with a picture as with a child—and a picture is a producer's brainchild—it's the loving care which really counts.

AS A reporter's footnote, it might be in order to advise that "Hans Christian Andersen" is by way of giving Broadway a needed "shot in the arm," with business at the Criterion and the Paris at peak. The public and the New York critics patently think alike about the picture. And when you find the mass-audience New York Daily News (four stars, if you please) and the class-audience New York Times in agreement on a picture's merit, you're in, gentlemen, you're in.

Exhibitors are advised to preview this attraction for the benefit of local leaders of thought in their territories—and to encourage editorial expressions from their local papers.

EXPLOIT THE PRESTIGE OF A GOLDWYN TRIUMPH!

The advent of a new Samuel Goldwyn production of the stature of "Hans Christian Andersen" is an outstanding entertainment event in any community. Throw around your presentation of this attraction, promotion of the magnitude and quality which the picture deserves — based on its national acceptance as a motion picture triumph of the first order.

The Seasons Most Distinguished Film Lends Itself to a Benefit Premiere

Inasmuch as "Hans Christian Andersen" has been hailed as one of the foremost films of the season, and widespread publicity was given its New York pre-release premiere for the benefit of the Will Rogers Memorial Hospital Fund, exhibitors in other cities can profitably emulate such an initial opening.

Seek out agencies in your community which might be glad to promote a benefit premiere, such as the Service Club's projects, the Community Drive, the Red Cross, the hospital, and local committees devoted to charitable projects.

Such a benefit should have outstanding civic personalities acting as hosts, with a group of distinguished women in the town acting as patronesses; such personalities as leading educators, ministers, industrialists and professionals should be invited to serve as committee heads.

Enlist aid of Junior League to assign the town's prettiest debs to serve as ushers, and arrange for lobby interview with local radio and TV stations. Spotlights, photographers, interviewers and fashion reporters should all lend an air of festivity and excitement to the event.

A turn-table playing music from the film, Danish and American flags decorating the lobby, and an invitation to patrons to avail themselves of coffee and cigarettes offered on the mezzanine and served by the town's most popular Junior Leaguers, should add to the atmosphere of an important social event.

National Groups

Invite Danish national groups to present a program of folk dances on the stage of your theatre opening night, arranging for transportation via local bus companies. Performers should arrive with a fanfare of banners and music. Civic, secular and fraternal organizations can put you in touch with such national groups.

Additional Mailing Lists

In addition to your regular mailing list, send out special announcements to the subscribers to ballet performances in your community. This information may be obtained either from concert bureaus who book ballets or from the organization under whose auspices a ballet came to your town. Check with womens clubs, university organizations, dramatic society or other cultural groups.

As a follow up to your mailed announcement of the film, employ a group of girls with nice speaking-voices to make personal telephone calls to the people on the list, reminding them of the opening date of the film.

Tell Your Story with a Series of DRAMATIC WINDOW DISPLAYS

The subject matter, the method of presentation and the sumptuous production angles of "HANS CHRISTIAN ANDERSEN" all suggest highly dramatic window displays to keep the story of your film constantly before the public. A few suggestions follow:

Shoe Stores

Invite leading shoe stores in your community to display a collection of ballet slippers. They should be as colorful as possible. As a contrast, include a variety of dancing slippers, both of today and of the past. These would include the elaborately embroidered and beaded oxfords and pumps ladies wore at the turn of the century, the cloth-topped, patent-leather bottomed buttoned shoes masculine dandies wore at the time of the first world war, ballerina slippers now worn by teen-agers, which are a direct descendent from the classic ballet slippers of the traditional Royal Ballet school. If your town has a retired ballerina or a current ballet star residing there, perhaps you could borrow a pair from her wardrobe. Decorate window with stills of Danny Kaye and Jeanmaire in characteristic poses from the film, and display a sign reading:

"Join Hans and the Ballerina as they dance their way through miles of gay and lilting melodies . . . straight into the kind of romance you've always longed for. . . . See them at the . . . Theatre in 'HANS CHRISTIAN ANDERSEN' "

Imported Delicacies

In a shop specializing in housewares, or a store stocking imported goods, arrange for a window displaying the many imported canned goods which now come from Denmark. Surround with a good collection of cook books on Danish cookery, which you can borrow from local lending library. A Danish restaurant, offering Smorgasbord, might co-operate by contributing dummies of their famed dishes. Each item should have a sign crediting the merchant co-operating, and the entire window should be decorated with stills from the film, with a sign reading:

"Denmark's most delicious foods are now brought to you through the magic of modern packaging and transportation . . . but her most romantic commodity had to be captured on film. . . . Join the merriest song-and-dance man of them all in the spirit of 'HANS CHRISTIAN ANDERSEN' at the . . . Theatre."

Bridal Display

Invite a leading photographer in your community to co-operate with a wedding consultant bureau for a window displaying old-fashioned wedding pictures. Perhaps such civic-minded personalities as the mayor, the school trustees, members of the board of estimate, etc., would allow you to borrow their wedding pictures for such a display. Stills of Danny Kaye and Jeanmaire in the dream sequence should be prominent, along with such modern items of wedding finery as nylons, veils, dress fabrics, etc. A sign reading:

"Whether it is the love of a simple cobbler for a great ballerina . . . or the more modern version of love in a one-room apartment, Romance is here to stay . . . and you'll enjoy watching one of the most colorful, tuneful romances of all times in 'HANS CHRISTIAN ANDERSEN'."

Danish Novelties

Arrange either in your lobby or on a department store counter a complete array of Danish wares, which are extremely popular in this country. They include porcelain articles, such as decorative wall plaques, fancy plates, doorknobs, ashtrays; silver, such as flat tableware and jewelry; cutlery (fancy) pocket knives and letter-openers; painted novelties such as cigarette boxes, humidors, desk accessories, picture frames; and handicrafts such as hand-loomed materials, felt novelties, wood carvings, etc. Display a sign reading:

"To complete the collection of Danish objects offered by . . . Department Store, there is at the . . . Theatre Denmark's most important contribution to your happiness and delight. Danny Kaye invites you to join him in discovering the magic of 'Hans Christian Andersen,' whose songs and melodies, whose romance and adventures will delight you as they have thousands of other loyal followers."

COLORING CONTESTS FOR YOUNG ARTISTS



MAT 2-X

The two mats for coloring sketches cover a wide range of age-interests, from the tricycle set to the junior high groups. Distribute drawings through such organizations as PTA, through newspapers, or through the schools. Distribution through stores selling school supplies has proved effective. Contest should get wide publicity directed specifically toward young fry.



MAT 3-X

The drawing of Danny Kaye as "HANS CHRISTIAN ANDERSEN" singing the story of "The King's New Clothes" (Mat 2-X), should inspire young artists in your community. A variety of color schemes are possible, with the costumes of the children in contrast to the brown fields and red brick of the bridge in the background. The Deluxe Color Sets will guide the contestants.

In contrast is the subject matter in this poetic dancing scene (Mat 3-X). The dream-wedding sequence, with the delicate pastels of the bridesmaids and the white and silver costumes of the bride and groom will appeal to young romantics. Offer youthful artists an assist by displaying in your lobby scene stills and color photos to give details of the costumes and scene.

EXPLOIT "HCA" AS THE PERFECT ENTERTAINMENT!

SMALL FRY PREMIERE

One of the most successful pre-opening stunts which garnered a lot of attention during the New York showing of "Hans Christian Andersen" was the Small Fry Premiere, sponsored by Rootie Kazootie, national TV puppet personality. Easily adaptable to the needs of local exhibitors, the idea has already proved its pulling-power at the box-office, and is well worth trying as a community stunt. Here is how it was organized:

Rootie Kazootie sponsored the affair because grown-up premieres always were held after children were in bed, and because this prominent TV personality wanted the kids to enjoy a bona fide opening all their own.

Invitations (see cut) were sent to key people on newspapers, magazines and to radio and TV contacts who had children between the ages of six and fourteen. Invitations also were sent to a Girl Scout troop, a settlement house, an orphanage, etc. In the case of a non-metropolitan theatre, invitations should go to the children's ward of the local hospital, to Girl Scouts, Cub Scouts and Brownie groups, to orphanages, the children of PTA members and various community leaders.

Local interviews from the theatre lobby, over a "dead" mike, were arranged in New York with Rootie Kazootie acting as M.C. Your lobby interviews could well be arranged with the local TV station, under sponsorship of a popular day-time program that has kid appeal.

Each youngster at the premiere received a gift, in this case a "Hans Christian Andersen" book. You could arrange with a merchant for an appropriate take-home gift or souvenir of the event.

The New York premiere, being a morning affair, was limited exclusively to children. Only those parents who INSISTED on accompanying their youngsters were admitted.

All the trappings of a big-time premiere were used. Some youngsters arrived in limousines, a red carpet was spread, lobby interviews held and a general air of frenzied excitement prevailed. Have the school editors 'cover' the stunt, arrange for the Junior High reporter to 'interview' the small guests and have an amateur photographer take flash pictures. A turn-table playing music from the film and a lobby decorated with flags, kites and stills should lend an air of festivity.

The stunt should enjoy community-wide publicity, both before and after the Small Fry Premiere, and the entire affair should take on the air of a happy community project.

Soap Carving Contest

Invite amateur carvers to submit soap sculpture of Danny Kaye and Jeanmair. These can be figures or heads, and should be in character as they appear in the film. A selection of stills should be available for contestants to borrow, in order to copy the poses and learn the details. Display first in a window of a leading store, and then in lobby of your theatre.

Winners can be chosen in one of two ways. If by popular ballot, invite public to vote for their favorites; if by a committee, invite such leading personalities as the head of the art department of the schools, the landscape architect of the city, the president of the Art Club, and the art editor of the newspaper to act as judges.

Display promoted prizes in store window, and surround by stills from the film.

Contest should have wide-spread publicity before it opens in order to stimulate public interest. Daily announcements with pictures of new entrants should appear in newspaper columns up to the closing date. Announcement of winners should be made day before the opening, with the winners awarded prizes from stage of theatre opening night.

THE STILL

An unusually comprehensive selection of stills for the exhibitor's use has been made and furnished National Screen Service branch exchanges. Included, in set "A," are 40 flat stills for lobby display, for exploitation stunts, for newspaper and window-draping use. . . . In addition there are 30 stills in Set "B." These are uprights and include portraits, figures, clinches and other subjects just right for newspaper and window-portrait use, as well as also fitting numerous promotional and exploitation purposes. A still of Samuel Goldwyn is included; it is SG-3200-P 132.



TO
HI ROOTIE! PLEASE BE MY GUEST AT OUR OWN ROOTIE KAZOOTIE
SMALL FRY PREMIERE OF
Samuel Goldwyn's
Hans Christian Andersen
TO BE HELD ON THE MORNING OF SATURDAY NOVEMBER 15TH
AT 10 AM SHARP, AT THE PARIS THEATRE, 4 WEST 58TH ST.
I'LL BE THERE WITH MY MAGIC KAZOOTIE, POLKA DOTIE,
GALA-POOCHIE PUP AND MR. DEETLE DOOTIE.
ROOTIE KAZOOTIE
© R.K. INC.

Woman's Page Special

In the film the hero mistakes the tempestuous quarrels between the ballerina and her peppery husband to mean that she is involved in a loveless marriage.

Using this as a subject for a pro-and-con discussion, suggest to the woman's page editor of the local paper that an inquiring reporter be sent out to inquire of women:

"What is your opinion on marital quarrels?"

Women should be urged to say whether they think a good fight clears the atmosphere, whether marital quarrels build dangerous tensions, whether they have or have not suggestions as to how to handle a husband in his most peppery moments.

A symposium of opinions, published, along with an article by a judge of the domestic courts, a marriage councillor, or a welfare worker would make a good Sunday feature in which the editor might be extremely interested, as this is a topic of perennial interest, especially to women.

The entire thing, along with placards on the newspaper delivery trucks, should announce that the "Care and Training of a Marriage page has been inspired by 'HANS CHRISTIAN ANDERSEN'."

A suitable poster calling attention to the feature, should be prominently displayed in your lobby. Invite co-operation of radio and TV on this stunt, and arrange, if possible, for the Sunday feature to break during the early run of your film.

Keep the Street Ballys Going!

Using a series of street ballys, plan to cover such spots as crowded business sections, high school neighborhoods, and residential sections with a number of dramatic, attention-getting stunts. A few suggestions follow:

A group of children dressed in Danish costumes should accompany a tall, thin young man who is garbed in a suit similar to that worn by Danny Kaye in the film. He should carry a tremendous kite. On one side should be lettered:

No, I am NOT the Pied Piper!

On the other side should be lettered in huge block letters:

I'm "HANS CHRISTIAN ANDERSEN"

Send out a stilt walker, bearing a sign:

**You, too, will be walking on air
when you join the fun at the
theatre, with
"HANS CHRISTIAN ANDERSEN"**

If you can find a bald-headed child, hire him to accompany your stilt walker. He should wear a sign on his back reading:

**It's fun to be an Ugly Duckling,
in "Hans Christian Andersen"**

A series of pretty girls in ballet costumes should circulate daily through the streets. They should carry placards reading:

**See what happened when a ballerina danced
her way into a cobbler's heart, in
"HANS CHRISTIAN ANDERSEN"**

The day before the opening, send out the entire troupe. If desired, put them on a flat topped truck, and have the truck, decorated with bunting and flags and playing snatches of songs from the film, circulate through the neighborhood. Display signs reading:

**MEET US ALL AT THE THEATRE TOMORROW
WHEN "HANS CHRISTIAN ANDERSEN" OPENS**

PUT THUMBELINA TO WORK!

Little Thumbelina, one of the most delightful characters in the Hans Christian Andersen fairy tales, and charmingly introduced into the picture—will do an all-out job for you if you give her half a chance.

Employ a puppeteer, and have him do the Thumbelina song and dance as Danny Kaye does it in the picture—this in your lobby, to the accompaniment of a record on a turn-table—for the delight of prospective patrons.

Supplementing this performance, have made for lobby use a gigantic blow-up of the still from which the cut shown below was made. (This is Still No. SG 3800-34). Have the still mounted on wallboard, and cut out by the theatre carpenter; have a local artist draw the faces in over the blow-up, and have the artist or some fashion authority drape the head with fabric contributed by a local store.

This figure can be made to carry an invitation to watch the puppeteer give his performance, or it may be turned into a bally, or it may be used as a lobby attraction, with proper placarding, such as:

Meet THUMBELINA. She first sang and danced on Danny Kaye's hands, in a prison, and now she has come to delight you in this Theatre. She is only one of many gay, lilting characters waiting to dance and sing for you in "HANS CHRISTIAN ANDERSEN."

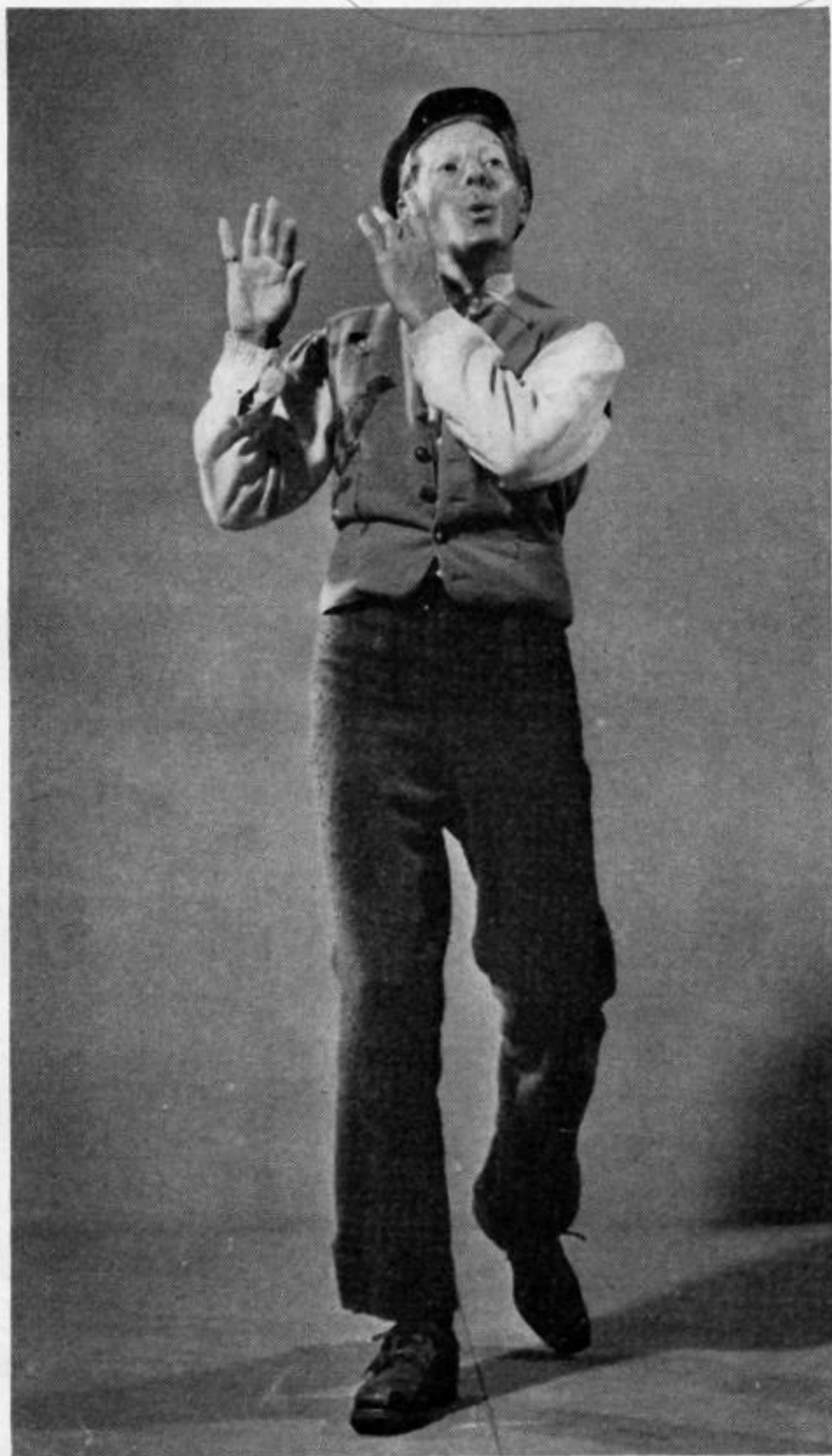
For Young Performers

A variation on the puppeteer stunt is to have a large cutout of two fists standing in your lobby. Invite youngsters to slip skin-tight flesh colored caps over the back of their own heads. (On the caps are painted the faces). The youngsters should be invited to stand behind the cutout fists, with their heads over the top, as though their heads were the painted thumbs. Then, to the accompaniment of music from a turntable, they can nod and bend and enact out the song of "Thumbelina." A few feet of film could be made of each and later projected on the screen, with credits to the amateur "Thumbelina." This should attract the parents of the children who appear in the stunt.



This picture shows the Thumbelina character made up on Danny Kaye's hand, and draped as a proper doll, with the thumb of the other hand hastily marked to represent a Thumbelina "twin." For this still order SG 3800-34.

SOUVENIR POSTCARD



The above is a black-and-white replica of the high-glos full-color postcard of Danny Kaye in the character of Hans Christian Andersen, which is available for theatre use. This is an excellent item for your mailing-list, or as a give away, or for tie-up merchandising offers. You have choice of blank back-of-card for an ad or of regular post-card layout—please specify when ordering. . . . Price of cards is \$8.50 per thousand. Order directly from DEXTER PRESS, West Nyack, N. Y. (All prices FOB West Nyack; no COD orders).

Contest for Photographers

Hang up prizes for the best photographs of story-telling groups in your community!

In announcing the contest explain that it is in honor of Hans Christian Andersen, one of the noted story-tellers of all time, and that in your attraction Hans is seen repeatedly relating his now famous tales to groups that have gathered for that purpose.

Most libraries have story-telling groups Saturday morning, and many pre-kindergarten or nursery schools have them. Get permission for contestants to attend the group they wish to photograph.

Entries should be displayed in the lobby of the theatre for several days before winners are announced, and during the run of the film the photographs should bear whatever awards they won. First prize; second; most amusing shot; special mention, etc.

Co-operation of photographic editor of local newspaper, with merchants handling photographic equipment sponsoring the contest and contributing prizes, might be a welcome addition to the stunt.

Book Shop Displays

Urge all bookstores in town to devote their windows to various editions of Hans Christian Andersen fairytales. Decorate with stills from the film, and put in a conspicuous place a large announcement placard, giving playdate and theatre name. Have theatre artist arrange sign as though it were the titlepage of an open book.

FREE RADIO TRANSCRIPTIONS

9 Special Spot Announcements

Nine exciting ticket-selling spot announcements on a single platter are available FREE on "HANS CHRISTIAN ANDERSEN." These transcribed radio spots have special and unusual vocal attention-getters to help capture the Listener's Attention!

. . . The Record includes Three one-minute announcements, Two 30-second announcements, and Four 15-second station breaks.

. . . All announcements allow plenty of time for your own commercial. Plant these radio spots immediately with your local stations.

Open-End Star Interview Radio Platters

Personal Interview Record, five minutes in length, with DANNY KAYE as star. This is a single-face platter. Personal Interview Record, five minutes in length, with JEANMAIRE on one side and FRANK LOESSER on the other side.

. . . These Interview Platters are excellent for planting with Radio Commentators, Movie Chatter Program and Disc Jockeys!

Special Theatre Lobby Spots

Lobby sound record with DANNY KAYE'S voice and music from the film for your p.a. system in lobby and out front . . . plays CONTINUOUSLY on an automatic 78 rpm phonograph changer!

Special Disc Jockey Shows

A Double-Faced Disc Jockey Show Platter with DANNY KAYE as a Guest Disc Jockey and the Local Announcer joining him in playing and introducing the hit tunes from "HANS CHRISTIAN ANDERSEN." Each side of the 12" Platter is different, and contains separate introductions by DANNY KAYE!

A Single-Faced Disc Jockey Show Platter with FRANK LOESSER as a Guest Disc Jockey and the Local Announcer joining him in playing and introducing the hit tunes from "HANS CHRISTIAN ANDERSEN."

Both of these platters are open-end Radio Transcriptions with the Local Disc Jockey or Station Announcer filling in with dialogue as well as the music.

All Free

You can get these transcriptions by contacting an RKO Field Man or thru the Branch Manager. Or order them from:

Exploitation Department, RKO Radio Pictures, 1270 Sixth Avenue, New York 20, N. Y.

FREE HCA TELEVISION SPOTS

- No. 1—One Minute Spot
- No. 2—Twenty Second Spot "A"
- No. 3—Twenty Second Spot "B"
- No. 4—Twenty Second Spot "C"

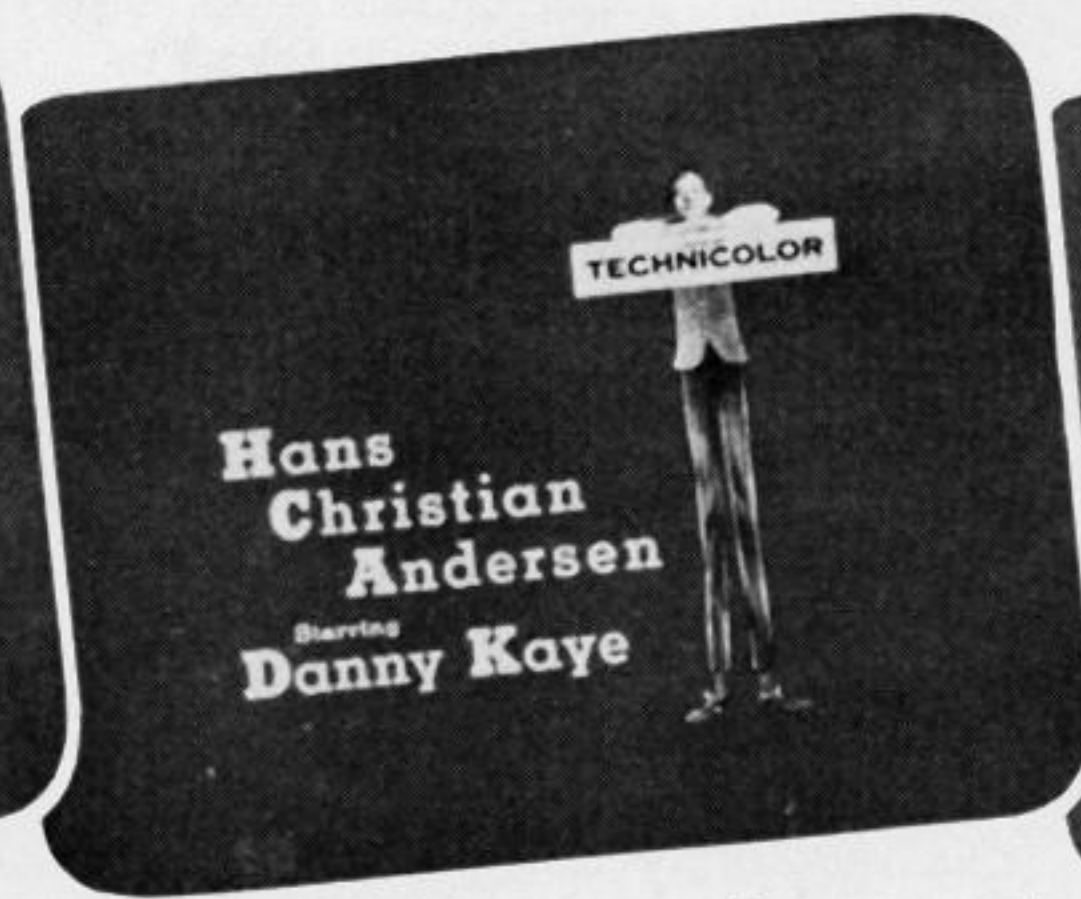
(Special Children's & Women's Spot)

THESE TV SPOTS ARE EXCITING, COLORFUL, GAY AND CAPTIVATING!

They can be ordered from:

EXPLOITATION DEPARTMENT
RKO RADIO PICTURES
1270 Sixth Avenue
New York 20, N. Y.

USE "TELOP" OR TELEVISION SLIDE FOR A BIG MESSAGE IN A LITTLE SPACE!



Order directly from QQ TITLE CARD CO., 1243 Sixth Avenue, New York, N. Y. Prices: \$5.00, with theatre copy; \$2.00, without theatre copy. Indicate your choice of slide or "telop" in your order.

EXTRA! 3 SPECIAL ACCESSORIES

Deluxe Sectional Valance

This valance display is made of fluorescent satin which can be seen from great distances. It's a sound showmanship investment to prelude the coming of "Hans Christian Andersen." Use it in the lobby and under the marquee during your run. You order only the length you need — \$1.50 per running foot.

Fluorescent Ushers' Badges

Make all your theatre patrons aware of your gala coming attraction by equipping every member of your staff with one of the attractive fluorescent satin ushers' lapel badges available from National Flag Company. They catch the eye and tell the story. Priced only 40c a-piece, they represent a real bargain.

Satin Auto Bumper Banners

Make every taxi, truck and public vehicle an agent for your playdate of "Hans Christian Andersen" with the colorful auto bumper strip, measuring 40" by 6" and priced at only \$1 each. Minimum order accepted on this accessory is for 15 banners. You order this showmanship assist directly from its manufacturer.

IMPORTANT!

These 3 Special Accessories Can Be Ordered ONLY Direct From the Manufacturer:

National Flag Company
43 West 21st Street
New York 10, N. Y.

These Accessories cannot be ordered through NSS or from the Press Book Editor.

Hans Measurements

(1) Place in your lobby, or conveniently close to it, a small slab of concrete, on which have been imprinted two large masculine footprints. Adjacent to it place a sign reading:
Can you fill the footsteps of Danny Kaye?
As a gag invite male patrons to measure their footprints against those of the star.

(2) Have a prettily attired girl (preferably in Danish costume) hand out to each person trying the above stunt a marigold boutonniere (promoted with credit to a local florist) to which is attached a tag reading:
Hans Christian Andersen measured this flower with an inchworm. It is certified to be just the right size for you. See it done, through Danny Kaye's marvelous interpretation in "HANS CHRISTIAN ANDERSEN."

Namesake Interviews

Check with vital statistics bureau and city directory; also advertise to find the HANS CHRISTIAN ANDERSENS in your community. Invite them to view the exploits of their namesake, and advertise the stunt, so interviews with these people may be planted via radio and TV stations as well as thru newspaper features. Angle should be how they came by their names. Were their parents fans of the Danish writer? Is their's a family name? How do they feel about living with such a famed moniker? Special interest might be aroused in the youngest Hans and the oldest Hans in the group.

Hans Andersens, as well as Hans Christian Andersens could be included.

Special Dance Program

Invite dancing schools in your town to give an interpretive ballet of a Hans Christian Andersen story. One school could give "The Ugly Duckling," another school could offer "The Little Matchgirl" and a third might come through with a modern interpretation of a traditional legend.

The program, well advertised in advance and including the names of the local children in the various ballets, should be presented on the stage of your theatre opening night with all the fanfare of a noted dancer's appearance.

Sandwich Men

Blow up song covers and use as signs for sandwich men. Each should have a snipe across face of design reading:
"You'll hear this number in HANS CHRISTIAN ANDERSEN at the Theatre."
(For reproduction of the sheet music, and a note regarding the publishers, see page 11 of this section of this manual).

Mermaid's Tears

Fill fishbowls with pearls, and invite public to guess **"How Many Mermaid's Tears are in this Bowl?"** Supply pencil and paper, and instruct to write their guess down, sign it and include their address. Those coming closest to the number should be sent guest tickets to **"HANS CHRISTIAN ANDERSEN,"** the others should be put on a special mailing list for announcements. Ask merchants to place jars on their counters.

Sheet Music Display

Arrange for a window display of sheet music in a local music shop. A p.a. system should play snatches of music from the film, interspersed with announcements as to which it is and a plug for the theatre. Window, decorated with stills from the film, should carry sign reading:
"A hum-able, dance-able collection of merry tunes is an added dividend waiting for you at 'HANS CHRISTIAN ANDERSEN.'"

Pet Shop Display

Arrange with a pet shop to display four or five ducklings, among which is one cygnet, if SPCA or Humane Society approves of the stunt. Put sign in window reading:
"The most famous Ugly Duckling in history is waiting for you at the Theatre."
Hear Danny Kaye sing his song in "HANS CHRISTIAN ANDERSEN"

Teaser Initials

Use initials HCA for teaser snipes and as a stencil on sidewalks. Drop a slug among classified ads in newspaper reading: **"Watch for HCA."** Enlist co-operation of TV station for the use of flip cards to read: **"HCA is coming to town."** Copy should change as playdate approaches, and last day should bear announcement: **"He's at the Theatre. See HANS CHRISTIAN ANDERSEN."**

FOR A BOOKMARK

Use this attractive figure of Danny Kaye to make up "Hans Christian Andersen" bookmarks for free distribution via libraries and elsewhere. A caption for this figure should read "Danny Kaye as Hans, in Samuel Goldwyn's production, "Hans Christian Andersen." These bookmarks can be printed in quantity very cheaply; draw Mat 1-X for the cut here shown.



MAT 1-X

The bookmarks should have theatre imprint with playdate and title of film on reverse side; and some statement about the film, a quote from a local review or a sales argument on the front.

Ask lending libraries to slip one in each book taken out by their clients, and put stacks on counters of public libraries; hotel, drugstore and department store magazine counters, and in wire containers attached to displays of reprint books.

A few suggestions follow, to be used as lines on the face of the bookmark:

The story behind the story of the world's greatest story-teller . . .
A film for lovers of romance, seekers of laughter . . . and those who want hours of solid entertainment.
Romance and heartbreak vie with laughter and adventure, as this love story unfolds against a background of sumptuous Technicolor scenes and lilting songs.

"HANS CHRISTIAN ANDERSEN"

Pre-Advertised to the Public in National Media Totaling a Circulation of 65½ Million in U. S.

In Weekly Magazines

COLLIER'S
1 page in 4 colors
½ page in 2 colors
½ page in black-and-white

LIFE
1 page in 4 colors
½ page in 2 colors
SATURDAY EVENING POST
½ page in 4 colors ½ page in 2 colors

LOOK
1 page in 4 colors
½ page in 2 colors
½ page in black-and-white

In Monthly Magazines

AMERICAN MAGAZINE
2/3 page in 2 colors
REDBOOK
2/3 page in 2 colors
LADIES HOME JOURNAL
½ page in 4 colors

COSMOPOLITAN
2/3 page in 2 colors
CORONET
2-page spread in black-and-white
SEVENTEEN
1 page in 4 colors ½ page in 2 colors

GOOD HOUSEKEEPING
2/3 page in 2 colors
PARENTS
2/3 page in black-and-white
WOMANS HOME COMPANION
½ page in 4 colors

In Motion Picture Magazines

MODERN SCREEN and SCREEN STORIES
2/3 page in 2 colors
PHOTOPLAY
2/3 page in black-and-white

MOTION PICTURE
2/3 page in 2 colors
MOVIE LIFE and MOVIE STARS PARADE
2/3 page in 2 colors
SCREENLAND and SILVER SCREEN
2/3 page in 2 colors
MOVIELAND
2/3 page in 2 colors

In the Sunday Magazine Section

NEW YORK NEWS
½ page in 4 colors

In the Sunday Magazine Section

NEW YORK MIRROR
½ page in 4 colors

A Grand Total of 65,613,851 Circulation

"HANS" GETS DEPARTMENT STORE PRO

NEW YORK HERALD TRIBUNE, SATURDAY, NOVEMBER 22, 1952

Macy's adds a Chapter to Samuel Goldwyn's enchanting new movie

HANS CHRISTIAN ANDERSEN

Once upon a time (as all good fairy tales begin) a man with a great big imagination sat in the little country of Denmark and spun the most wonderful stories. Stories like "The Ugly Duckling" and "The Emperor's New Clothes" that we all know and love.

Now a few years ago the giants of Hollywood (who have turned out some mighty good fairy tales, too) started to think about Hans. But Hans was a solid citizen. His life was as smooth as Danish butter. So they invented a story about Hans, the kind of story he himself would have told on a winter's night—with laughing children and a stern schoolmaster and beautiful ballerinas and lifting music that dances and sings.

They turned it into a delightful movie, starring Danny Kaye. We saw it and fell in love with its laughter and color. In fact, we liked the colorful clothes so much, we had some of them adapted so you and your children can wear them in a fairy tale world of your own.

We hope you'll see Hans Christian Andersen when it opens—and take the children with you. You'll enjoy it as much as they will. And be sure to see our Hans Christian Andersen fashions. They're all ours. We think you'll find them as charming as the movie and that you'll live happily ever after in them, too.

Old favorites—
the stories by Hans Christian Andersen
Hans Christian Andersen Fairy Tales retold for young children. Ages 3-6. 1.00
Hans Christian Andersen Fairy Tales illustrated by Arthur Szyk. Ages 8-12. 1.50
Hans Christian Andersen Fairy Tales illustrated by Arthur Szyk. Deluxe edition. 3.00
Hans Christian Andersen book and doll set. The 8 1/2" miniature doll has moving eyes, plastic body, is dressed in pretty blue dress. With Wonderful Book edition of the fairy tales. 1.98

New favorites—
the music from Hans Christian Andersen
10" 78 RPM Discs issued by Decca Records. 98c
the long time the prince. 10 day delivery
10" 78 RPM Disc. Side 1: The Ugly Duckling
Side 2: Thumbelina and Copenhagen. 98c
Short story: Andersen's "The Ugly Duckling" and "Thumbelina". 48c
Come, write, or phone
L.A. 4-6600
for 2.01 or more
Children's clothes. Macy's 4th Floor.
Children's shoes. Macy's 3rd Fl.
Books. Macy's 5th Floor.
Dolls and doll sets. Macy's 5th Floor.
Records and sheet music. Macy's 5th Floor.
Children's clothes, skirt and tops also at
Macy's Parkchester. Macy's Jamaica. Macy's
White Plains and Macy's Flatbush.

**REASONABLE EXCEPTIONS WHICH INCLUDE GOODS PRICE-
MANUFACTURER. TO SAVE OUR CUSTOMERS AT LEAST 6% FOR CASH**

Examples of the outstanding co-operation by the large stores of America in promoting "HANS CHRISTIAN ANDERSEN" with the merchandise listed in these pages are shown in the full-page newspaper ad by MACY'S, New York, on this page, and another full-page ad by JORDAN MARSH, in Boston, on the opposite page. . . . In both cases, as in others throughout the larger cities, this advertising was in the nature of a salute to an outstanding entertainment, as well as a listing of merchandise inspired by it and marketed on a cooperative basis.

Exhibitors should check the list on the opposite page and also contact their local merchants to avail themselves of full value from the merchandising promotions during their runs of the Samuel Goldwyn attraction.



By MACY'S NEW YORK STORE

Items included in the full-page advertisement above, some of which are also displayed in the MACY window shown at left, include various lines of merchandise presented elsewhere in this manual. These include children's dresses and aprons, "mermaid's bathing suit," "ballet-master" slacks and shirts, music, records, books, doll-set, etc., etc. Hundreds of other items were on display and featured in MACY'S at the same time, as generally the case in all the cooperating stores participating in the outstanding promotion.

MOTION AND A. M. C. CO-OPERATION

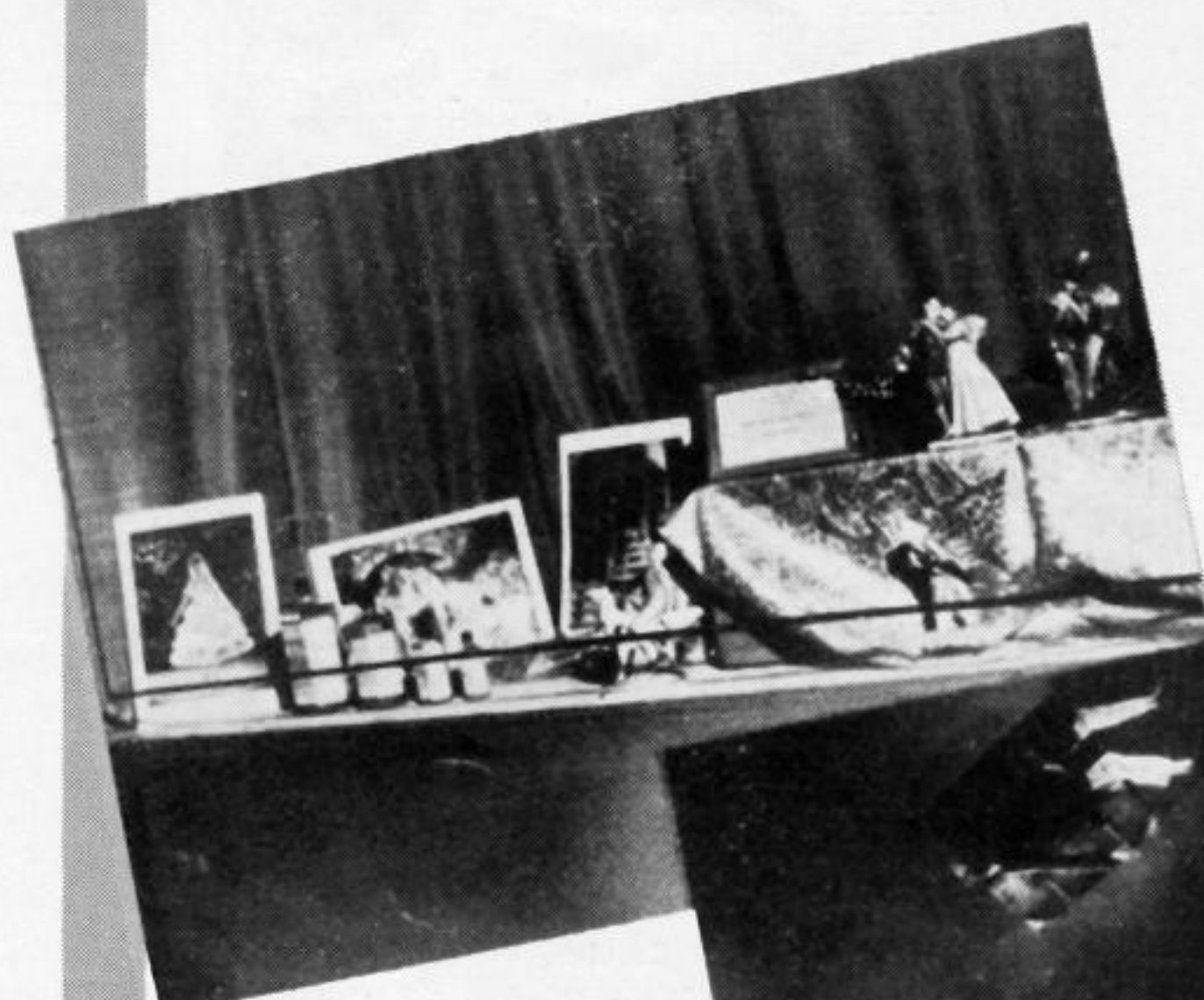
A special arrangement has been made with the ASSOCIATED MERCHANDISING CORPORATION whereby all A. M. C. member stores will carry the "HANS CHRISTIAN ANDERSEN" merchandise listed in this pressbook. Each of these stores has been circularized and has signified its individual interest to cooperate in the "HANS CHRISTIAN ANDERSEN" promotion in their city. . . . It is suggested that the theatre contact the personnel listed below in the directory of A. M. C. stores. Additional information can be secured from MISS IRENE BENDER Associated Merchandising Corporation, 1440 Broadway, New York 18, N. Y.

LIST OF AMC STORES with personnel to be contacted

ABRAHAM & STRAUS	William Tobey
Brooklyn, N. Y.	
L. S. AYRES & COMPANY	James R. Harbison
Indianapolis, Ind.	
BLOOMINGDALE BROS.	Mrs. Alice Hutton
New York, N. Y.	
BULLOCK'S	Frank Rice
Los Angeles, California	
BULLOCK'S-PASADENA	Miss Joan McLaughlin
Pasadena, California	
BULLOCK'S	H. A. Cunliffe
California-Westwood	
BURDINE'S	Frank Peterson, Jr.
Miami, Florida	
BURDINE'S	
West Palm Beach, Florida	
THE H. C. CAPWELL CO.	Frank Tebbs
Oakland, California	
CARSON PIRIE SCOTT & CO.	J. C. O'Brien
Chicago, Illinois	
THE DAYTON COMPANY	Joseph Witmer
Minneapolis, Minn.	
THE EMPORIUM	H. W. Alexander
San Francisco, California	
WM. FILENE'S SONS CO.	Miss Harriet Wilinsky
Boston, Mass.	
WM. FILENE'S SONS CO.	Paul Dowd
Worcester, Mass.	
WM. FILENE'S SONS CO.	
Branch Shops-Boston	
FOLEY'S	Robert W. Dundas
Houston, Texas	
B. FORMAN COMPANY	Lois Ingalls
Rochester, N. Y.	
HALLIBURTON'S	Allen E. Neil
Oklahoma City, Oklahoma	
THE HIGBEE COMPANY	Wm. G. Stophlet
Cleveland, Ohio	
JOSEPH HORNE COMPANY	Joseph E. Moore
Pittsburgh, Pa.	
THE J. L. HUDSON CO.	Chess Lagomarsino, Jr.
Detroit, Michigan	
HUTZLER BROTHERS COMPANY	Mrs. Amy Allison Stirling
Baltimore, Md.	
THE F. & R. LAZARUS & CO.	Miss Mari Yerian
Columbus, Ohio	
MILWAUKEE BOSTON STORE CO.	Rubin Faber
Milwaukee, Wisconsin	
B. PECK COMPANY	Richard C. Dennis
Lewiston, Maine	
RICH'S, INC.	Frank L. Pallotta
Atlanta, Ga.	
THE RIKE-KUMLER CO.	C. I. Burtanger
Dayton, Ohio	
THE JOHN SHILLITO CO.	Miss Elizabeth Flannery
Cincinnati, Ohio	
STIX, BAER & FULLER CO.	O. O. Stansbury
St. Louis, Mo.	
STRAWBRIDGE & CLOTHIER	Frank Veale
Philadelphia, Pa.	
THALHIMER'S	Mrs. Katherine Tevepaugh
Richmond, Va.	
SANGER'S	Fred T. Johnson
Dallas, Texas	



OTHER NEW YORK WINDOW DISPLAYS



(At left) the Fifth Avenue window of Georg Jensen, jeweler, with full-color scenes from the picture, character figurines, etc. Three out of the eight elaborately decorated Fifth Avenue windows of Bonwit, Teller are shown; these displays included character figurines, with titles from the Tales, as well as the merchandise inspired by them—making an outstandingly notable display. . . . Other displays in New York remained during the long run of the picture on Broadway.



DECCA ALBUM PROMOTI

Complete Dealer Cooperation Marks Marketing of These Popular Numbers



DISTRIBUTORS OF DECCA RECORDS

EASTERN DIVISION

Decca Dist. Corp.
3280 Broadway, New York 27, New York
AD 4-7000
(A. E. SIMPSON, Div. Mgr.)
(L. Sebok, Jr., Asst.)
(Louis Klayman, Br. Mgr.)

Decca Dist. Corp.
725 Concord Avenue, Cambridge, Mass.
Kirkland 7-2040
(William Crowley)

Decca Dist. Corp.
1934 Arch Street, Philadelphia, Pa.
Locust 4-0759
(Ellwood Hays)

Decca Dist. Corp.
81 Emmet Street, Newark, New Jersey
Bigelow 3-4158
(Jack Kosloff)

Decca Dist. Corp.
1233 Main Street, Buffalo 8, New York
Garfield 8381
(Edward Hurley)

Decca Dist. Corp.
818 Madison Avenue, Baltimore, Maryland
Lexington 6200
(Herb Nussbaum)

Decca Dist. Corp.
1449 Central Avenue, Albany, New York
Albany 8-92013
(Donald Hobens)

Decca Dist. Corp.
84 Flower Street, Hartford, Connecticut
Hartford 5-1476
(Frank Cama)

Nelson & Small, Inc.
68-78 Union Street, Portland 3, Maine
(Allan Ross)

Scranton Supply & Mach. Co.
634 Wyoming Avenue, Scranton, Pa.
(Leo Refice)

Virginia Dist. Corp.
1837 Broad Street, Richmond, Virginia
(William Donovan)

Carol Dist. Co.
124 W. Morehead Street, Charlotte, N. C.
(Joseph Voynow)

This is a reduced black-and-white reproduction of the three-color decorative record-envelope for the "Hans Christian Andersen" recordings issued by DECCA.

DISTRIBUTORS OF DECCA RECORDS

SOUTHERN DIVISION

Decca Dist. Corp.
517 Canal Street, New Orleans 16, La.
Canal 1786
(R. N. McCORMICK, Div. Mgr.)
(Ed Russell, Asst.)
(C. W. Doherty, Br. Mgr.)

Decca Dist. Corp.
139 Cole Street, Dallas 2, Texas
Randolph 3739
(Clayton E. McNabb)

Decca Dist. Corp.
152 Alexander St., N.W., Atlanta 3, Georgia
Lamar 8428-29
(James Lee)

Southern Wholesale Co., Inc.
1565 Texas Avenue, Shreveport, La.
(Bob Morgan)

Stratton Warren H'dware Co.
37 E. Carolina Avenue, Memphis 2, Tennessee
(Robert L. Adams)

Readers Wholesale Dist., Inc.
414 Washington Avenue, Houston 2, Texas
(Kenneth Wright)

General Appliance Co.
1201 E. Houston Street, San Antonio 6, Texas
(George Bennett)

Momsen-Dunnegan-Ryan Co.
800 E. Overland Street, El Paso, Texas
(Jim McNiel)

Wholesale Appliance, Inc.
965 S. W. 8th Street, Miami 36, Florida
(James Koger)

Gulf States Dist. Co., Inc.
700 Second Avenue, North Birmingham, Alabama
(S. N. Kronenberg)

NORTH CENTRAL DIVISION

Decca Dist. Corp.
746 W. Superior Avenue, Cleveland 13, Ohio
MA 9770
(W.M. GLASEMAN, Div. Mgr.)
(Bill Green, Asst.)
(Ted King, Br. Mgr.)

Decca Dist. Corp.
1301 W. Lafayette Ave., Detroit 26, Michigan
Woodward 3-9039
(Henry Droz)

Decca Dist. Corp.
Daylight Bldg.
6th & Court Streets, Cincinnati 2, Ohio
Parkway 4210
(Vernon Hawk)

Republic Dist. Co.
19-25 La Grave Ave., S. E. Gr. Rapids 2, Mich.
(Robert Bennett)

Ben Rubin Dist., Inc.
1034 Grand Avenue, Toledo 6, Ohio
(William Wieland)

J. A. Williams Co., Inc.
401-435 Amberson Avenue, Pittsburgh 6, Pa.
(Salvatore La Scola)

Peaslee-Gaulbert Corp.
226 North 15th Street, Louisville, Kentucky
(Alan Stephens)

Peaslee-Gaulbert Corp.
1401 Stadium Drive, Indianapolis, Indiana
(Jess Gassaway)

MIDWEST DIVISION

Decca Dist. Corp.
153 West Huron Street, Chicago 10, Illinois
Mohawk 4-4800
(S. C. SCHULZ, Div. Mgr.)
(A. Weiner, Asst.)
(Al Chapman, Br. Mgr.)

Decca Dist. Corp.
321 E. Chicago Street, Milwaukee 2, Wisconsin
Broadway 3370
(Don Thorn)

Decca Dist. Corp.
17-19 E. Hennepin Ave., Minneapolis 1, Minn.
Bridgeport 7681
(Everett Karow)

Decca Dist. Corp.
106 E. State Street, Peoria, Illinois
3-7454
(Carl Wayne)

Decca Dist. Corp.
1217 High Street, Des Moines 9, Iowa
8-0153
(Edward A. Dunker)

A. R. A. Dist. Co., Inc.
2300 Olive Street, St. Louis, Mo.
(Bob Snell)

Leo Maxwell Co., Inc.
409 N. Classen Blvd., Oklahoma City, Okla.
(John Dobey)

E. & R. Distributors
15 East Granite St., Butte, Montana
(Mrs. Rhoda Reeder)

K. K. Company, Inc.
806 So. 16th Street, Omaha 2, Nebraska
(Bill Penry)

Southwest Dist. Co.
2026-28 Broadway, Kansas City 8, Mo.
(L. L. Lee)

Robert F. Clark Co.
70 Rio Grand Blvd., Denver 19, Colorado
(Bruce Evans)

Western Appliance Co.
337 N. Waco, Wichita, Kansas
(Ralph Lady)

WESTERN DIVISION

Decca Dist. Corp.
6750 Santa Monica Blvd., Los Angeles 38, Calif.
Hempstead 7126
(L. C. GILMAN, Div. Mgr.)
(Wm. T. Bispham, Br. Mgr.)

Decca Dist. Corp.
525 Sixth Street, San Francisco 3, Calif.
Yukon 6-2700
(Charles Dondero)

Decca Dist. Corp.
3131 Western Avenue, Seattle 1, Washington
Garfield 1800
(Andy Huffine)

Salt Lake Hardware Co.
P. O. Box 510, Salt Lake City 10, Utah
(G. Bruce McKee Jr.)

Hawaiian Elec. Supply Co.
930 Clayton Street, Honolulu, T. H.
(Paul H. Anderson)

J. E. Redmond Supply Co., Inc.
625 West Madison, Phoenix, Arizona
(J. E. Redmond)

J. E. Redmond Supply Co. Inc.
325-327 N. W. 6th Avenue, Portland 9, Oregon
(Eugene Kneip)

Jers Company
911 Fifth Street, Sacramento, Calif.
(Marvin Grover)

ON IS NATIONAL IN SCOPE!

RECORDINGS FROM "HANS CHRISTIAN ANDERSEN"

ARTIST RECORD COMPANY

"ANYWHERE I WANDER"

Danny Kaye . . . DECCA
Tony Bennett . . . COLUMBIA
Jan Peerce . . . VICTOR
Mel Tormé . . . CAPITOL
Fran Warren . . . MGM
Hugo Winterhalter . . . VICTOR
Julius Larosa . . . CADENCE

"NO TWO PEOPLE"

Danny Kaye & Jane Wyman . . . DECCA
Doris Day & Donald O'Connor . . . COLUMBIA
Barbara Ruick & Carlton Carpenter . . . MGM

"WONDERFUL COPENHAGEN"

Danny Kaye . . . DECCA
Johnny Vadnal . . . VICTOR
Guy Lombardo . . . DECCA
Paul Weston . . . COLUMBIA
Anne Lloyd . . . GOLDEN RECORDS
Hugo Winterhalter . . . VICTOR

"THUMBELINA"

Danny Kaye . . . DECCA
Guy Lombardo . . . DECCA
Jimmy Boyd . . . COLUMBIA
Lawrence Duchow . . . VICTOR
Anne Lloyd . . . GOLDEN RECORDS
Hugo Winterhalter . . . VICTOR

"THE UGLY DUCKLING"

Danny Kaye . . . DECCA
Don Wilson . . . CAPITOL
Frank Loesser . . . MGM
Art Carney & Anne Lloyd GOLDEN RECORDS
Hugo Winterhalter . . . VICTOR

"THE KING'S NEW CLOTHES"

Danny Kaye . . . DECCA
Frank Loesser . . . MGM

"I'M HANS CHRISTIAN ANDERSEN"

Danny Kaye . . . DECCA

"THE INCH WORM"

Danny Kaye . . . DECCA
Frank Loesser . . . MGM

Top and center is the two-color window and counter display listing the DECCA recordings from "HANS CHRISTIAN ANDERSEN" . . . On either side are the two-column and four-column newspaper ads, mats of which are available to dealers. All of the Danny Kaye recordings are listed, with the numbers of the albums, and particular attention called to the recordings especially suited to children. . . . At bottom center is shown the cover of the "DECCA Record Review", a trade-booster which is distributed country-wide through thousands of record dealers.



DECCA dealers are supplied with a wealth of material designed to assist bringing the notable records from "HANS CHRISTIAN ANDERSEN" to the attention of the public. Some of these dealer aids are shown in the group reproduction above.



This is an ingenious die-cut easel-stand counter-display device, in two colors, which enables the dealer to stack albums in a place and position where they are readily accessible to the customer for consultation, with the necessary information in plain view on the top portion of the display piece.

DECCA RECORDINGS of
"HANS CHRISTIAN ANDERSEN"
are available in three speeds as follows:

DL 5433 (LP)	\$3.00
9-364 (45 RPM)	\$3.75
A-919 (78 RPM)	\$4.15

M - G - M RECORDINGS PRESENT

3 POPULAR "HANS" NUMBERS



Backed by a vigorous campaign of dealer promotion, accompanied by full cooperation with exhibiting theatres, M-G-M has produced three notable records (as detailed at left): Exhibitors are advised to contact the M-G-M distributors serving their territories in order to arrange mutually beneficial promotions. A full list is printed below:

M-G-M RECORD DISTRIBUTORS

Leonard Smith
Leonard Smith, Inc.
406 N. Pearl Street
Albany 4, New York

Jake Friedman
Southland Dist. Co.
441 Edgewood Avenue, S.E.
Atlanta, Georgia

Herman Gimbel
Gimbel Brothers, Inc.
526 St. Paul Place
Baltimore 2, Maryland

Harry Carter
Music Suppliers of New England, Inc.
1312 Tremont Street
Boston 20, Mass.

F. Mirti
M & N Distributing Co.
881 Main Street
Buffalo 3, New York

Herbert Weisman
Mangold Dist. Company
913 South Clarkson St.
Charlotte, North Carolina

Morris Goldman
James H. Martin, Inc.
2614 W. North Avenue
Chicago 47, Illinois

Melvin Kahn
Mid-States Records, Inc.
25 West Court Street
Cincinnati 2, Ohio

V. J. Sanborn
Sanborn Music Company
736 Superior Avenue, NW
Cleveland 13, Ohio

Fred Dobbs
Dobbs of Dallas
135 Leslie Street
Dallas 1, Texas

Joseph Oxman
Pan American Record Supply Co.
2061 Champa Street
Denver, Colorado

George R. MacDuff
Radio Distributing Co.
15401 Woodrow Wilson
Detroit 3, Michigan

William Shapiro
Frontier Distributing Co.
1200 East Missouri St.
El Paso, Texas

R. E. Holm
Music Service Company
204 Fourth Street, South
Great Falls, Montana

H. W. Daily
South Coast Amusement Co.
314 East Eleventh Street
Houston 8, Texas

M-G-M recordings from "HANS CHRISTIAN ANDERSEN" include "The King's New Clothes" sung by the composer, Frank Loesser, with LeRoy Holmes and His Orchestra. This recording is

S-30 (78 RPM)
SK-30 (45 RPM)

"Anywhere I Wander" is sung by Fran Warren. The number of this record is

11352 (78 RPM)
K-11352 (45 RPM)

"The Ugly Duckling" and "The Inchworm" are presented on another record, sung by Frank Loesser and his wife, Lynn Loesser, with LeRoy Holmes and His Orchestra. The number for this record is

S-31 (78 RPM)
SK-31 (45 RPM)



The illustrations show the decorations on the one-pocket albums in which these records are marketed.

William Binkley
Binkley Distributing Co.
50 Riverside
Jacksonville, Florida

Gordon S. Wolf
Sunland Music Company
1310 South New Hampshire
Los Angeles 6, Cal.

E. W. Fitzgerald
Music Sales Company
1117 Union Avenue
Memphis, Tennessee

Lew Bonn
Lew Bonn Company
1211 LaSalle
Minn. 3, Minnesota

Sidney Koenig
All-State Dists., Inc.
457 Chancellor Avenue
Newark, New Jersey

Robert J. Mailhouse
Plymouth Electric Co.
393 Chapel Street
New Haven 4, Conn.

W. M. Amann
W. M. Amann Distributing Co.
642 Baronne Street
New Orleans 12, La.

Charles Ollstein
Sanford Record Dists., Inc.
157 Chambers St.
New York 7, New York

T. G. Wolfe
Wolfe Distributors
710 N. W. Second Street
Oklahoma City 2, Oklahoma

T. C. Murphy
Murphy Sales Company
711 South Sixteenth St.
Omaha 2, Nebraska

Edward Barsky
Edward S. Barsky, Inc.
2522 North Broad St.
Phila. 32, Pa.

Record Distributors Inc.
526 St. Paul Place Pitts., Pa.
Note: Pittsburgh being handled out of Baltimore.

E. T. Richter
Richter Record Dists.
2115 N. W. Northrup St.
Portland 10, Oregon

G. W. Stillman
Standard Supply Company
531 South State Street
Salt Lake City 1, Utah

Raymond Coen
United Music Sales Corp.
448 Fifth Street
San Francisco, Cal.

Stanley Jaffe
Artist Record Dists.
2416 Third Avenue
Seattle 1, Washington

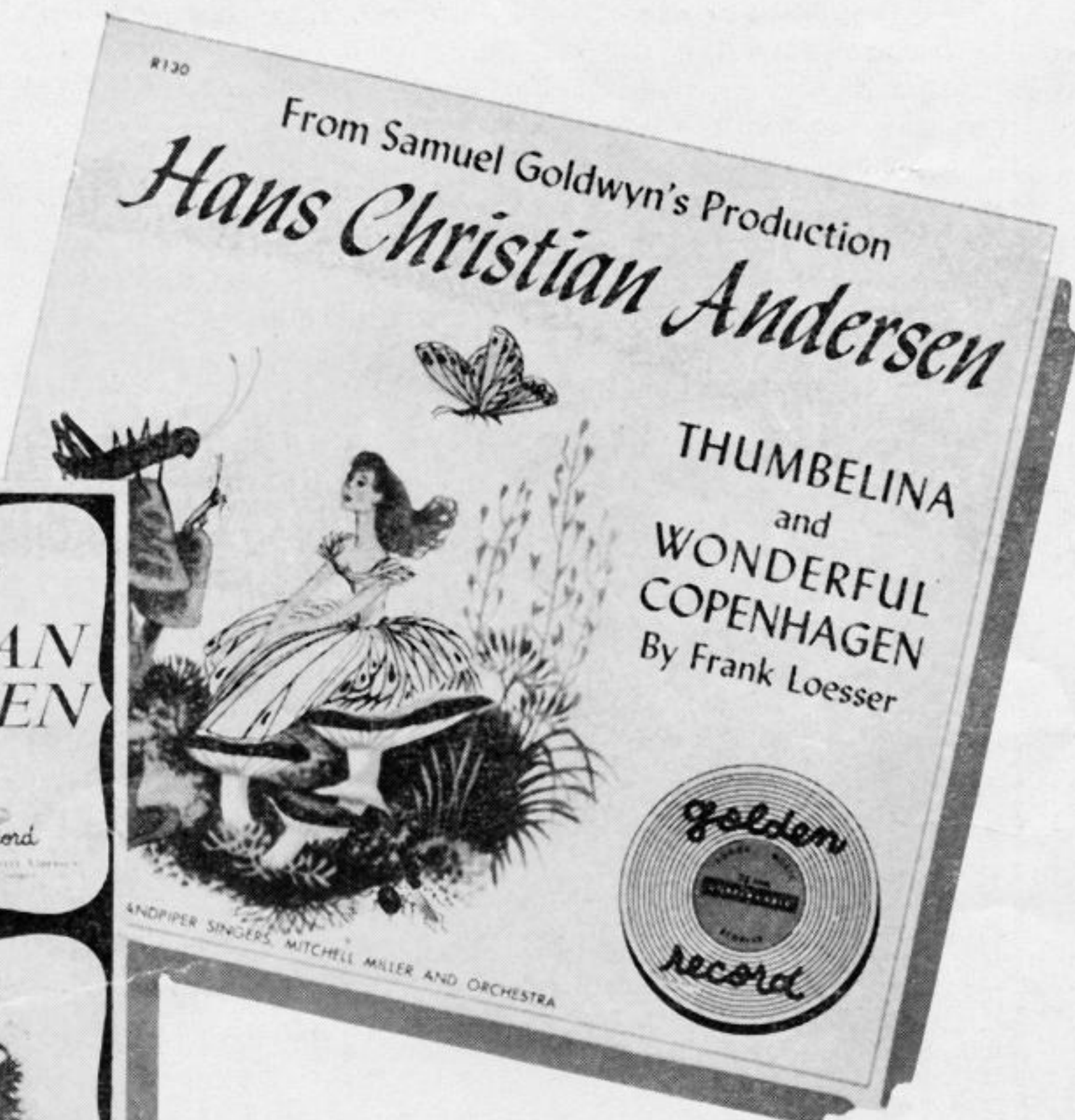
James Friedeman
Recordit Dist. Company
1913 Washington Avenue
St. Louis 3, Missouri

GOLDEN RECORDS

POPULAR RECORDINGS FOR JUNIORS

IN COOPERATIVE PROMOTION TO TRADE

Golden Records, producers of recordings especially made and packaged for the younger customers, have a LITTLE GOLDEN RECORD and a BIG GOLDEN RECORD on some of the "HANS CHRISTIAN ANDERSEN" numbers. The former is a six-inch record, with "Thumbelina" on one side and "Wonderful Copenhagen" on the other. It retails for 25c. The larger record is a ten-inch record, retailing for 98c; it contains, in addition to the two songs above, an attractive recording by Art Carney of "The Ugly Duckling." A full line of promotional material has been supplied all dealers, with instructions to give complete cooperation to exhibitors.



These miniature black and white illustrations are of the full-color envelopes for the 10-inch (left) and six-inch records. For further information contact: ARTHUR SHIMKIN, Golden Records, 630 Fifth Avenue, New York, N. Y.

Eight Hit Tunes from One of America's Foremost Words-and-Music Men Highlight the Toe-Tapping Score of "Hans Christian Andersen"

Your patrons will be humming, whistling and singing snatches of all these eight Frank Loesser tunes, and the air waves are already filled with some of the merriest of the lyrics. Capitalize on these melodies from the pen of the man who wrote "Slow Boat to China," "Praise the Lord, and Pass the Ammunition," the score of "Guys and Dolls," and "Baby, It's Cold Outside."

Varied in scope, there's a melody here for every taste. Reading from top to bottom, "Thumbelina" is a lilting romantic ballad; "Wonderful Copenhagen" a rollicking choral chanty; "The Inch Worm" a poetic plea filled with poignant heartbreak; "The King's New Clothes," a novelty number in a patter style, sparkling with unexpected and hilariously witty lyrics; "Anywhere I Wander" a haunting new refrain in the ballad category; "No Two People," a romantic novelty sung and danced by Danny Kaye and Jean-maire; "I'm Hans Christian Andersen" a blustering, narrative, tuneful and gay; and "The Ugly Duckling," a bit of musical nonsense with a deceptively easy-going tune and chuckling lyrics.

"Thumbelina," "The King's New Clothes" and "The Ugly Duckling" are based on Andersen fairy tales.

As indicated in the illustration, the sheet music, which has a two-color cover, features the three stars, as well as the name of the film. Use for display purposes on a board in your lobby, or, as suggested elsewhere, blown-up and used as sign for sandwichmen to wear.

The publishers are: FRANK MUSIC CORP., Sole Selling Agents, Keys Music, Inc., 146 West 54th Street, New York 19, N. Y.

ENCYCLOPAEDIA BRITANNICA PROMOTES INTEREST IN "HCA" WITH FILM-STRIP GIFTS

By special arrangement with Producer Samuel Goldwyn, the Encyclopaedia Britannica has arranged to send as a gift to its important clients a filmstrip based upon "HANS CHRISTIAN ANDERSEN." Feeling that such a strip will be of major help in language, arts, story-hours and literature classes in the elementary grades, this outstanding publishing house is shipping to their regional offices:

- 1500 cans and film-strips
- 1500 shipping bags, slightly larger than a tobacco bag, attached to a mailing-card.
- 1500 inserts to go into this bag, carrying the following message artistically presented:—

Your Gift . . . The Filmstrip HANS CHRISTIAN ANDERSEN

This color filmstrip, Hans Christian Andersen, is a gift sent to you by Encyclopaedia Britannica Films in behalf of Samuel Goldwyn Productions. It has been adapted from the current Samuel Goldwyn Technicolor motion picture of the same title. This delightful little filmstrip fantasy based on the life of Hans Christian Andersen is mostly make believe. "But," as the introduction states, "since he was one of our greatest tellers of make believe stories, he probably would have liked it." The filmstrip should have many uses in your audio-visual program from the elementary grades through high school—for projects in reading, language arts, literature, dramatics and motion picture appreciation. Above all, it will provide a delightful experience that children are not likely to forget. We hope it will prove useful and enjoyable in whatever ways you see fit to use it in your program.

ENCYCLOPAEDIA BRITANNICA FILMS.

EBF urges its representative to concentrate attention among elementary school people, since this is where the strip will be of maximum usefulness.

To get the full benefit of the use of this filmstrip, get in touch with the EBF representative nearest to you, and find out which schools in your community are using this impressive gift. A follow-up from you as manager of the theatre in which Hans Christian Andersen is being presented should be most effective in capturing the interest of a ready-made audience.

A list of representatives of Encyclopaedia Britannica Films follows:

Mid-Western

CHICAGO AND COOK COUNTY . . . HARLOW STEVENS, 1123 Central Avenue, Wilmette, Illinois
ILLINOIS . . . WALTER RENNER, 570 Normal Road, DeKalb, Illinois
INDIANA . . . D. R. DRAGSTREM, Somerset, Indiana
IOWA-NEBRASKA . . . PAUL CARNAHAN, 2900 Beattieboro Avenue, Des Moines, Iowa
MICHIGAN . . . H. GORDON ANDERSON, 5745 Crabtree Road, Birmingham, Michigan
MICHIGAN—Upper Peninsula Counties . . . C. J. KRUMM, 704 Ash Street, Baraboo, Wisconsin
MINNESOTA . . . A. DANIEL PECK, P. O. Box 897, Minneapolis, Minnesota
NORTH DAKOTA . . . NORTHERN SCHOOL SUPPLY, 8th Street and North Pacific Avenue, Fargo, North Dakota
OHIO—Western . . . E. L. MOYER, Box 236, Wayne (Wood County), Ohio
OHIO—Eastern . . . PAUL TAFF, 472 East 318th Street, Willowick, Willoughby, Ohio
SOUTH DAKOTA . . . SIOUX FALLS BOOK AND STATIONERY CO., 117 North Phillips Avenue, Sioux Falls, South Dakota
WISCONSIN . . . C. J. KRUMM, 704 Ash Street, Baraboo, Wisconsin

Eastern

CONNECTICUT . . . MAINE . . . MASSACHUSETTS . . . NEW HAMPSHIRE . . . RHODE ISLAND . . . VERMONT . . . HAROLD E. MCNANEY and WILLIAM TRAYERS, 30 Huntington Avenue, Boston 16, Massachusetts

DELAWARE . . . DISTRICT OF COLUMBIA . . . MARYLAND . . . JOHN MINESINGER, 331 Carroll Street, N.W., Takoma Park 12, Washington, D. C.
NEW JERSEY . . . JOSEPH L. NOVELLO, 839 Madison Avenue, Elizabeth, New Jersey
NEW YORK CITY . . . WILLIAM LEWIS, 351 West 41st Street, New York 36, New York
NEW YORK . . . RUTHERFORD K. CLARKE, 48 Curry Road, Hastings-On-Hudson, New York
PENNSYLVANIA—Eastern . . . H. E. BRUMBAUGH, 2102 Highland Avenue, Reading, Pennsylvania
PENNSYLVANIA—Western . . . PAUL TAFF, 472 East 318th Street, Willowick, Willoughby, Ohio

Southwestern

ARKANSAS . . . OTIS WILLIAMS, 115 West Sixth Street, Little Rock, Arkansas
KANSAS . . . FRANK BANGS, Box 2116, Wichita, Kansas
LOUISIANA . . . HENRY STINSON, Box 448, Ruston, Louisiana
MISSISSIPPI . . . GEORGE H. MITCHELL, 1414 Dragon Street, Dallas, Texas
MISSOURI . . . RALPH C. WAGNER, 415 Walnut Street, Danville, Illinois
NEW MEXICO . . . ALLIED SUPPLY COMPANY, 317 South Second Street, Albuquerque, New Mexico
OKLAHOMA . . . JAMES T. MARTIN, 604 South Crawford, Norman, Oklahoma
TEXAS—North . . . MILTON LINDELL, 4437 Amherst Street, Dallas, Texas

TEXAS—South . . . SYDNEY TROTTER, 1708 West 34th Street, Austin, Texas
TEXAS—West . . . OTIS E. WILLIAMS, JR., 2419 19th Street, Lubbock, Texas

Western

ARIZONA . . . PBSW SUPPLY & EQUIPMENT CO., 518-32 West Washington St., Phoenix, Arizona
CALIFORNIA—North . . . NEVADA—North . . . WILLIAM URLAUB, 112 Glen Court, Walnut Creek, California and LUCIEN C. HARRISON, 9764 Anze Avenue, Oakland, California
CALIFORNIA—South . . . NEVADA—South . . . L. R. WAGNER, 5215 Buffalo Avenue, Van Nuys, California
COLORADO . . . WYOMING . . . CENTENNIAL SCHOOL SUPPLY CO., 3000 Huron Street, Denver, Colorado
IDAHO—Southeast . . . UTAH . . . DESERET BOOK COMPANY, 1400 Indiana Avenue, Salt Lake City, Utah
IDAHO—Southwest . . . HOWARD P. EVANS, 305 North Ninth Street, Boise, Idaho
WASHINGTON . . . IDAHO—North . . . JOHN M. HOFSTRAND, 2104 108th S.E., Bellevue, Washington
OREGON . . . DOLPH LAIN, 2129 N.E. Broadway, Portland, Oregon
MONTANA . . . NORTHERN SCHOOL SUPPLY COMPANY, Great Falls, Montana

Southeastern

ALABAMA . . . GEORGIA—West . . . JAMES PENCE, Leeds, Alabama
FLORIDA . . . GEORGIA—South . . . DONOVAN BENZIE, 1016 Line Street, Leesburg, Florida
SOUTH CAROLINA . . . GEORGIA—North . . . M. G. ANDERSEN, 215 Jane Way Avenue, Greenwood, South Carolina
KENTUCKY . . . D. T. DAVIS COMPANY, 528 South 5th Street, Louisville, Kentucky
NORTH CAROLINA . . . JAMES W. CARRUTH, Box 711, Red Springs, North Carolina
TENNESSEE . . . CARL BROCKETT, P. O. Box 1026, Nashville, Tennessee
VIRGINIA . . . FRANK W. SPINDLER, P. O. Box 26, Hampden Sydney, Virginia
WEST VIRGINIA . . . KYLE AND COMPANY, Court Street, Clarksburg, West Virginia

Alaska

FRED KOHLI, Box 959, Anchorage, Alaska

Hawaii

WADSWORTH'S, 1158 Fort Street, Honolulu, Hawaii

Canada

GENERAL FILMS LIMITED, 1534 Thirteenth Avenue, Regina, Saskatchewan, Canada



Use these colorful sheet music covers for a lobby display.

NATION-WIDE PROMOTION BY GROSSET & DUNLAP



WONDER BOOKS, the CURTIS DISTRIBUTING CO. and GROSSET & DUNLAP, INC. have arranged the following large-scale book promotions: 6 exclusive tie-in editions of the fairy tales; over 400 radio and television stations to give the books and picture advance publicity; streamers for Wonder Books racks which will give details of the picture; posters to be distributed extensively; free ad mats to be given on request; and over 250 special Curtis exploitation men who will work on this project.

• 6 Exclusive Tie-In Editions

A WONDER BOOK, a BIG TREASURE BOOK, a COMPANION LIBRARY edition and four illustrated JUNIOR LIBRARY editions are available for the tie-in. Grosset and the Curtis Distributing Co., distributors of the 25¢ Wonder Books, will place the Wonder Books edition on more than 1,000,000 newsstands, supermarkets and wherever magazines are sold. In addition, it will be placed in book stores, book departments and toy stores, along with its five companion editions. The Wonder Book will be available to exhibitors at 19¢ per copy.

The Wonder Book and Big Treasure Book, both of which contain four of the tales as told by Danny Kaye in the movie, bear a likeness of Danny Kaye on the jacket. The other four editions have attractive wrap-around bands calling attention to the movie and its stars.

The Companion Library edition, a sturdily bound book with a colorful jacket, contains 22 tales and sells for 75¢. The Illustrated Junior Library editions, illustrated in both full color and black and white by Arthur Szyk, contain 29 tales. The three Illustrated Junior Library editions include the De Luxe Edition, which has a full color binding and an acetate jacket stamped in gold and sells for \$3.00, the Special Edition, which is handsomely boxed and sells for \$2.00 and the Popular Edition, which has an eye-catching full color jacket and sells for \$1.50.

DISPLAYS for the TRADE

• Large, Colorful Poster

Wonder Books has created a feature poster (shown at right) which will be placed in every city to coincide with the playdate of HANS CHRISTIAN ANDERSEN. This poster features Danny Kaye, Farley Granger and Jeanne Marie. Copy on the poster stresses the book equally with the picture.

• Free Ad Mats

In order for stores selling the books to advertise the book and the picture in the newspaper, concurrent with the showing of the picture, 3 free ad mats are available on request. Two of the available ad mats are for the Wonder Books edition; the other is for both the Wonder Book and Grosset editions (see opposite page).



Poster and streamers are in bright colors, and feature both the picture and WONDER BOOKS. They will find their way into hundreds of windows in every section of the country.

ON "WONDER BOOKS" and "BIG TREASURE BOOKS"

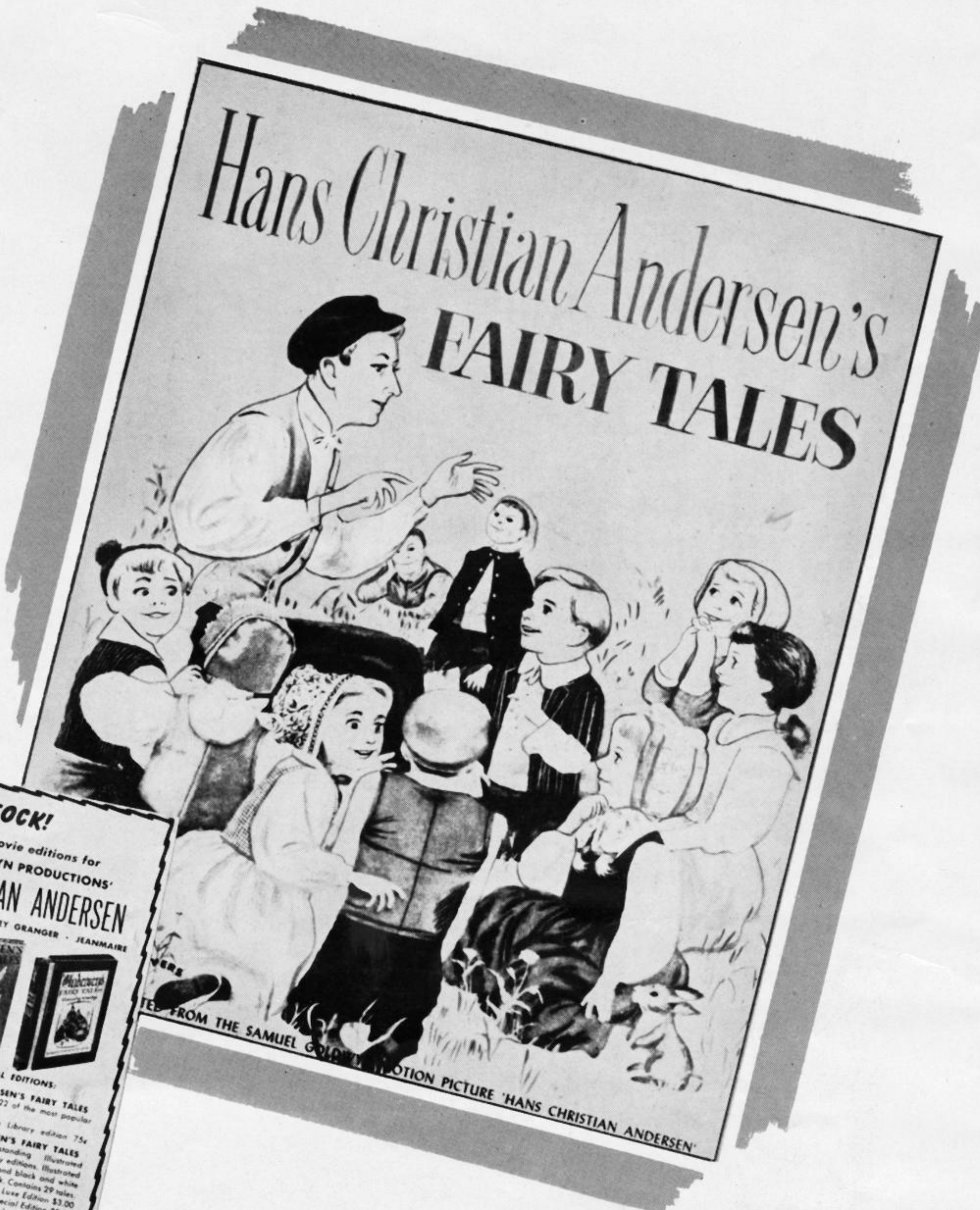
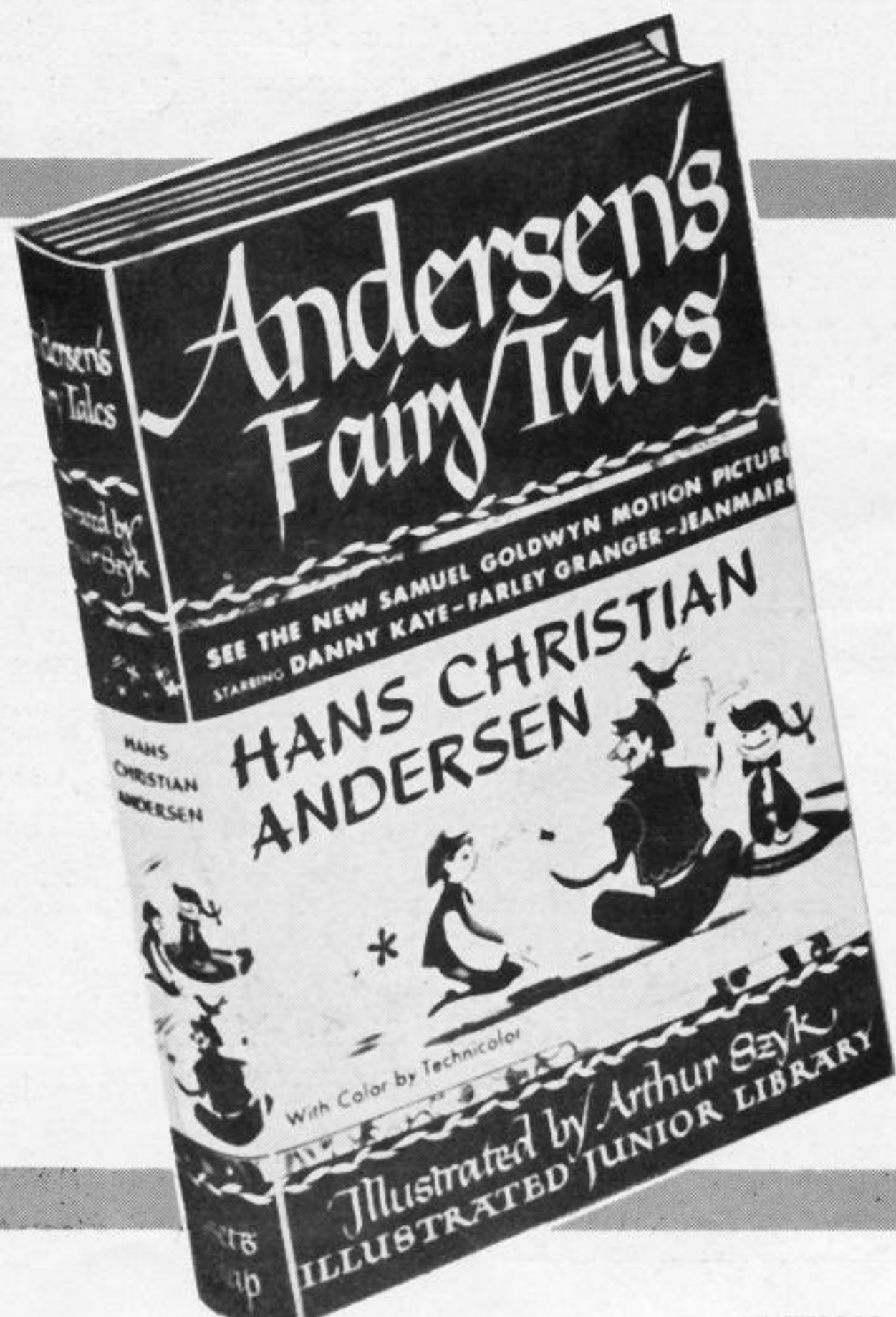
• Radio and Television Tie-In Promotions

More than 400 radio and television stations all over the country, are featuring a special program with a "Hans Christian Andersen" theme. Wonder Books and Curtis arrange these programs to come shortly in advance of the playdates in each city. The programs have a recording of Danny Kaye taken from a section of the movie. The recording mentions the Wonder Books edition, "HANS CHRISTIAN ANDERSEN'S FAIRY TALES." In addition, each program will hold a special kiddie contest designed to interest a maximum number of youngsters. Since these stations have already exhibited a large responsive audience and because the special program material on "Hans Christian Andersen" was widely presented immediately preceding the appearance of the movie, a great deal of interest has been stimulated.



LET THIS LARGE-SCALE PROMOTION WORK FOR YOU

- 6 exclusive tie-in editions
- Radio and television tie-in promotions
- Wonder Books rack convertors
- Large colorful poster
- Free ad mats
- Over 250 special exploitation men

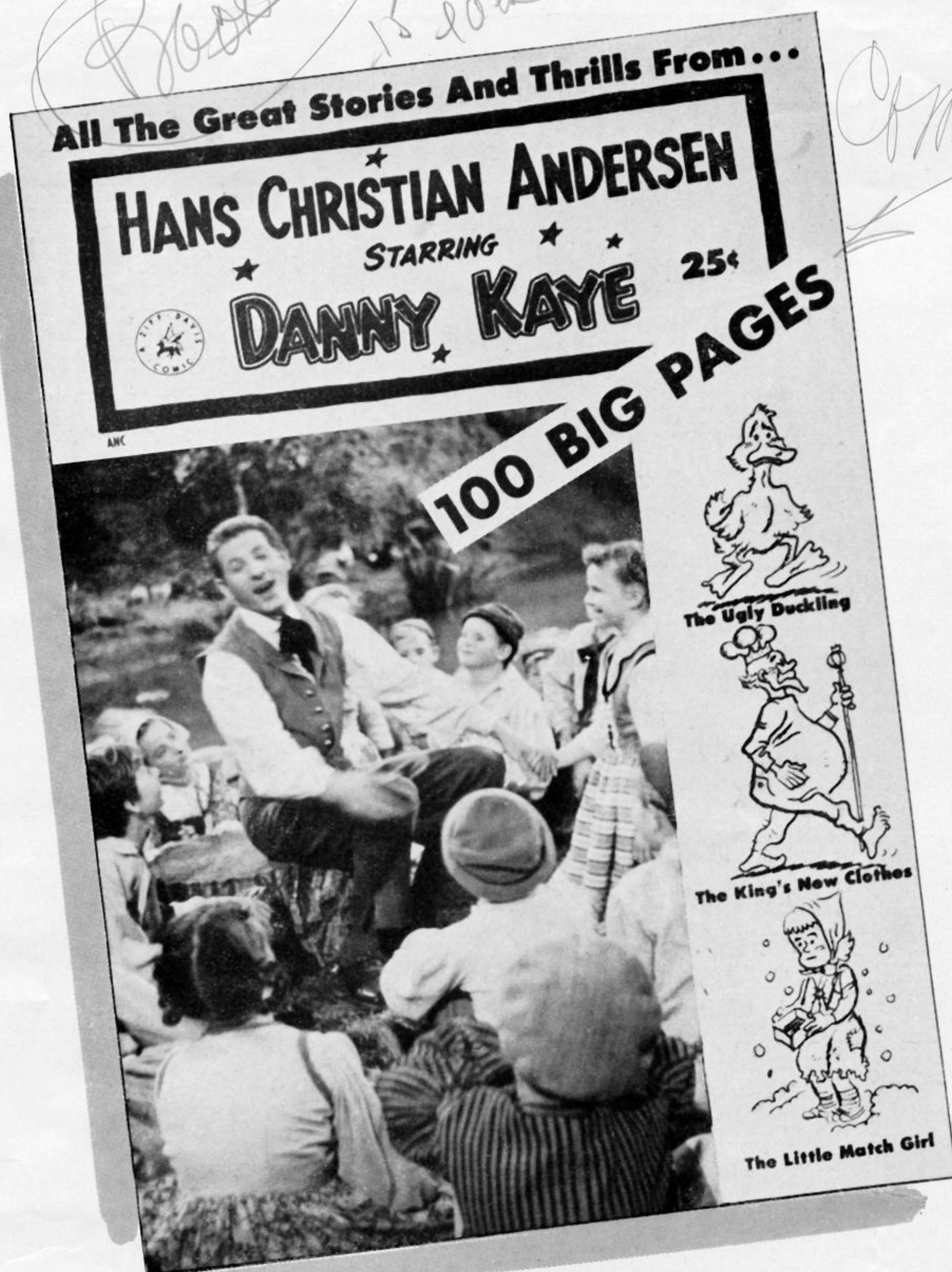


• WONDER BOOKS RACK CONVERTORS

New, colorful Hans Christian Andersen streamers have been designed for the more than 120,000 Wonder Books racks in drug and book stores, supermarkets and newsstands all over the country. These streamers convert the everyday Wonder Books racks into Hans Christian Andersen advertisements, and each is placed in an attention-calling location. The streamers will plug both the book and the picture—in all sections of your cities.

• OVER 250 SPECIAL EXPLOITATION MEN

Curtis Distributing Co.'s 250 special exploitation men will concentrate on the Wonder Book tie-in with HANS CHRISTIAN ANDERSEN and may be approached for tie-in promotions of all kinds. For the name of your local Curtis exploitation man, write FRANK ALEXANDER, Curtis Distributing Co., Independence Square, Philadelphia 5, Penna.



"HCA" COMICS FOR THEATRE DISTRIBUTION

The Ziff-Davis Publishing Company, world's largest publisher and distributor of comic books, has prepared a one-hundred-page four-color comic book, retailing at 25¢, based on the motion picture "HANS CHRISTIAN ANDERSEN." Each and every page, from cover to cover, contains selling copy important to theatres playing this attraction.

While this book will receive nation-wide distribution via news vendors, department stores and book stores, it can also serve the exhibitor as a give-away attraction to children or to be sold at his theatre. Special promotion has been prepared by the Ziff-Davis people geared for counter, window and school displays as well as through magazine racks.

The price to theatres of this "HANS CHRISTIAN ANDERSEN" comic book, illustrated at left, is 15¢ each, a minimum of 500 copies on any one order being necessary. Exhibitors' orders should be directed to:

ZIFF-DAVIS PUBLISHING COMPANY
366 Madison Avenue, New York, N. Y.
(Mark for the attention of Herbert Rogoff)

15 + 10 = 25¢



"HANS CHRISTIAN ANDERSEN" TINY LIBRARY AS SALES AID

This novel and attractive package consists of twelve tiny books of the tales by Hans Christian Andersen, contained in a handsome and colorful cabinet, as illustrated.

This cabinet library offers a distinctive novelty for sale in your theatre, and for use as a souvenir or as prizes in contests arranged in connection with your presentation of the Samuel Goldwyn production of "HANS CHRISTIAN ANDERSEN." Here are the details:—

These twelve tiny books of Hans Christian Andersen's fairy tales are illustrated and are packaged in a colorful cardboard cabinet, the over-all measurement of which is 8 inches by 5¼ inches.

It is suggested that the exhibitor place this set on sale in his lobby several weeks in advance of his showing of Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN," and keep it there during the run of the picture. Suggested selling price for the set is \$1.00.

Not only should this procedure prove profitable from a money standpoint, but also it should gain helpful publicity with each sale.

Suggested exploitation stunts are:

Run special trailer announcing Hans Christian Andersen Tiny Library on sale in lobby, with tail-clip announcing "Hans Christian Andersen" coming to this theatre. Then cut tail-clip from trailer during run.

Run contests with Tiny Library as prize.

Give Tiny Library to first 10 children attending your theatre each day in advance of "Hans Christian Andersen." Give Tiny Library to critics, librarians, teachers, Sunday schools, etc.

The following is the schedule of sales prices per set to theatres, all being FOB New York: 20 to 40 sets, 75¢ each; 40 to 200 sets, 70¢ each; 200 or more sets, 65¢ each. Individual sets may be ordered at \$1.00 each—All sets consist of 12 TINY BOOKS of HANS CHRISTIAN ANDERSEN tales in handsome colorful cabinet. Orders are to be sent to: **CODAN HOUSE, 116 Broad Street, New York 4, N. Y.**

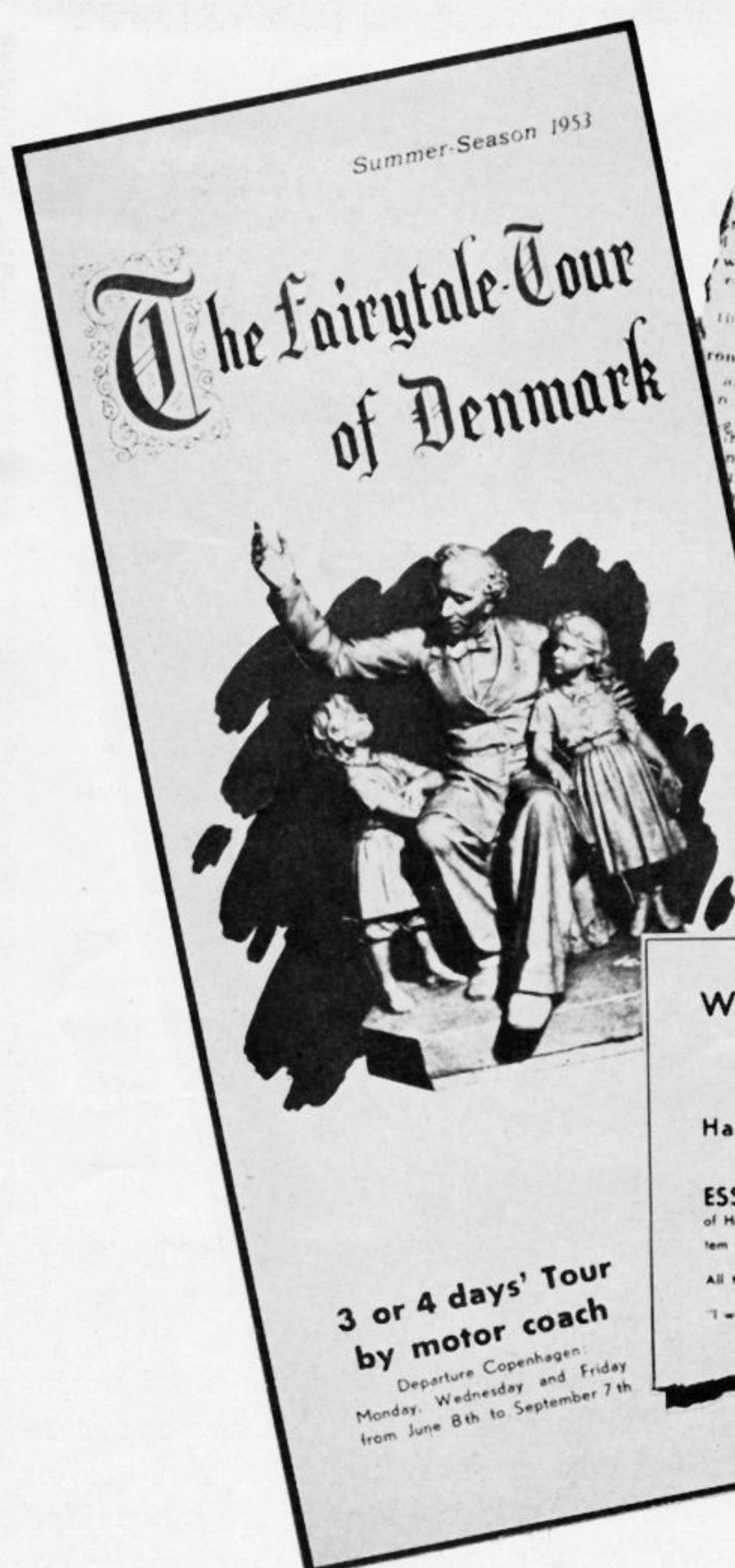
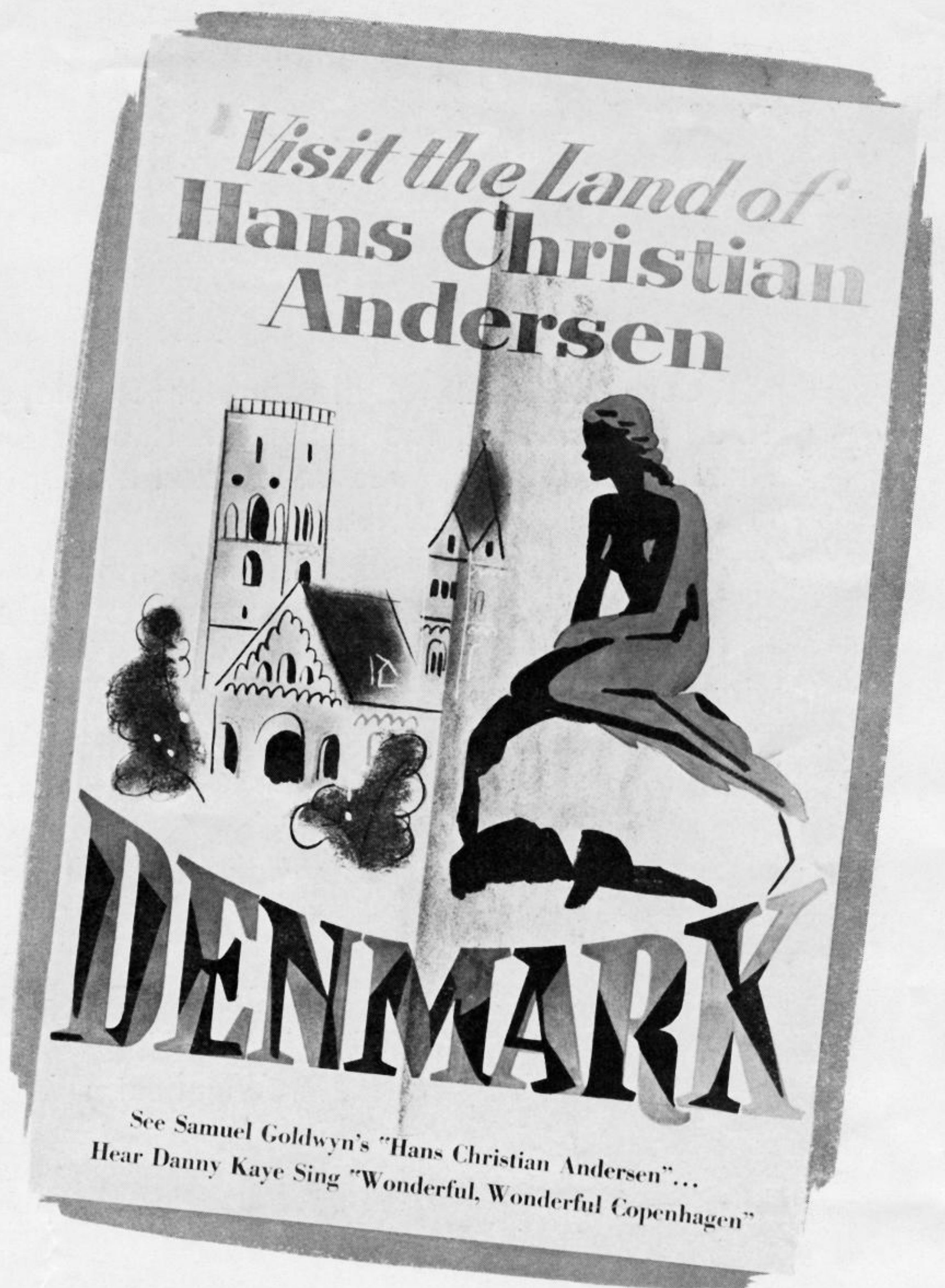
Visit the Land of "HANS CHRISTIAN ANDERSEN"—the Slogan of Danish National Bureau

The Danish Government is now pushing its 1953 travel promotion program. The theme of this promotion is "Visit Denmark—The Land of Hans Christian Andersen." Special posters have been designed for display in travel agencies and theatres, one of which is reproduced here.

These posters, as will be seen, extend ample credit to the Samuel Goldwyn production, and are attractive adjuncts for the display in any theatre lobby. They are one-sheet in size and are attractively lithographed in full color. Copies are available gratis through the PRESSBOOK DEPARTMENT, SAMUEL GOLDWYN PRODUCTIONS, 1270 Sixth Ave., New York 20, N. Y.

Travel agents throughout the country welcome this material for display, and any cooperation possible through the motion picture, "HANS CHRISTIAN ANDERSEN." For further information, contact:

AXEL DESSEAU, Danish National Travel Office, 588 Fifth Avenue, New York, N. Y.



WIN A TRIP TO DENMARK fairy tale land!
JORDAN MARSH COMPANY
Hans Christian Andersen Scandinavian Airlines System
ESSAY CONTEST: Win an all expense seven day trip to scenic Copenhagen, Denmark, the land of Hans Christian Andersen, via "The Globe Trotter", a famous name flight of the Scandinavian Airlines System . . . you travel with other national winners.
All that you have to do is to complete the following in 100 words or less
"I want to fly to Denmark, the land of Hans Christian Andersen because

CONTEST TIE-UP BY SCANDINAVIAN AIR LINES SYSTEM

Through the cooperation of Samuel Goldwyn Productions and Scandinavian Air Lines System, Inc. there is in operation a tie-up by which contestants win a free seven-day all-expenses-paid air trip to Denmark over the Scandinavian Air Lines System.

The contest is based on a short essay on the subject of "Why I Want to Fly to Denmark, the Land of Hans Christian Andersen." One prominent newspaper in each of 25 leading American cities is being selected as a sponsor for the contest and the air trip in its respective locality. RKO field men throughout the country have information on this promotion and have been active in lining up newspapers and tying in leading department stores and other merchandisers to the contest promotion.

Get in touch with the RKO field man in your territory. He will have basic information and material regarding the Scandinavian Air Lines System and will assist you in making displays for your theatre and tying your presentation of "HANS CHRISTIAN ANDERSEN" into the contest.

Shown are miniature reproductions of the front page of a Denmark travel booklet and a portion of the actual advertising used by the Jordon Marsh Department Store in Boston in presenting this contest to its customers.

O'SULLIVAN CONTEST PROMOTES

"Hans Christian Andersen"—Danny Kaye Co-operative Tie-In Contest Designed for Dealers, Repair Men the Nation Over!

Capitalizing fully on the cobbler role played by Danny Kaye in HANS CHRISTIAN ANDERSEN, the O'Sullivan Rubber Corporation, makers of "America's Number One Heel," has developed a full promotion, utilizing the lyrics of "The Pride of the Cobbler's Trade."

The campaign is supported in most key cities by extensive use of two-sheet display posters and bus posters. These two sheets, one of which is illustrated in the reproduction below, are available to theatres for tie-in displays with their local shoe-repair stores.

This tie-in utilizes the characterization of the top star in the picture and is capable of being built into a highly popular operation for the exploitation of "Hans" in your theatre. The alert exhibitor will be quick to see the possibilities of this co-operative promotion, and will follow it through to fruition at his box-office.

For further information, contact
Contest Department
O'SULLIVAN RUBBER CORPORATION
Winchester, Virginia



This two-sheet poster is lithographed in full colors and is an attractive display for lobby or outside use, as well as for window-display. Ample space is provided for a snipe with your playdate and theatre's name.

"HANS" IN EVERY TERRITORY

Colorful Poster, Window Display Material, Dealer's Kits Available
for Promotion of Contest Slanted to Every Class of Patronage

For the Exhibitor:-

The following procedure has been established for setting up the
HANS CHRISTIAN ANDERSEN—DANNY KAYE-O'SULLIVAN CONTEST

AIM—To get as many shoe repair shops as possible to run these contests, thus getting maximum publicity for the picture AND YOUR THEATRE.

METHOD—1. Four weeks before the picture is to open in your theatre, send a letter to all shoe repair shops in your city to this effect. (We will supply list of such stores in your city on request).

Dear Sir:

We have made a tie-up with O'Sullivan rubber for us to run a contest in your store which will cost you NOTHING . . . but will bring you a lot of extra business.

We will supply 10 pairs of free tickets as prizes for this contest — for the \$4,000,000 technicolor movie "Hans Christian Andersen" starring Danny Kaye, which opens on . . . in our theatre. It is the story of a wonderful master shoe maker, so it's a perfect tie-up.

Return the enclosed post-card for full details. Remember this is all FREE to you. All you have to do is show in your window a pair of shoes you repaired with O'Sullivan's heels and soles. We do the rest.

Signature, John Doe, Mgr.

- Order from us (at no cost to you) one set of the contest material for each post-card you get back. Include the name of each store in your order. A set consists of the following:
 - Two contest posters, one for window, one for inside store.
 - One display card to place next to the repaired shoes.
 - 500 contest blanks (if more are needed, they can be mimeographed).
 - One sketch showing how window display can be set up with your own advertising cards and snipes added.
- This is a very simple contest in which the entrant looks at a pair of O'Sullivan repaired shoes in the window and guesses their age. The 10 best guesses get the prizes. In setting up the contest, you will see the display card has an envelope on it in which the shoe repair shop is to place the right (and secret) answer. To add prestige—and good publicity—this envelope ought to be sealed by the repair shop's bank manager.
- Be sure to order from us the two-sheet full-color poster illustrated on the opposite page, and which is supplied by O'Sullivan. Display it in your lobby with your "opening date" or "now showing" snipe.

Address:

Contest Department

O'SULLIVAN RUBBER CORPORATION

Winchester, Va.

Reduced fac-simile of one of the entry blanks provided for contestant's use.

ENTRY BLANK

My estimate of the age of the pair of shoes shown in window rebuilt with O'Sullivan's Heels and Soles is . . . years . . . months . . . days

I understand the 10 closest estimates will each get a pair of Free Tickets to Samuel Goldwyn's Wonderful Technicolor movie "Hans Christian Andersen" starring Danny Kaye. (In case of ties, duplicate prizes will be awarded).

NAME

ADDRESS

If I win notify me by mail ☐ phone ☐ (phone number is).



Shown at top is a small reproduction of the window poster for shoe-repair dealer's use. . . . The center sketch is of a window display utilizing this poster and other material provided in the free kit supplied to all exhibitors. Note display of the "envelope containing the correct answer" attached to the bottom of the "GUESS THE AGE" window card.

RICHARD ENGLANDER HATS

The Richard Englander Hat Company has designed for girls and young women a feminine version of the cap worn by Danny Kaye in "HANS CHRISTIAN ANDERSEN." In addition, many of the stories from the picture have been interpreted by Richard Englander in a collection of spring hats.

This group consists of hats based on the "Little Match Girl", "Inch-worm," "Thumbelina," and "The Little Mermaid."

The Englander Company has prepared a special fashion page to be sent to all fashion editors throughout the country to run, wherever possible, with the opening of "HANS CHRISTIAN ANDERSEN" in your theatre.

Window displays, counter displays, and a cooperative newspaper campaign have also been devised.

For further information contact

VIVIAN AUERBACH, Richard Englander Hats, Inc., 64 West 36th Street, New York, N. Y. (Telephone OX 5-2080).



Young Set Sport Togs has created a special group of two-piece suits for girls well suited for Spring, adapted from the costumes worn in "HANS CHRISTIAN ANDERSEN." These suits have been given nation-wide distribution in children's stores, teen-age and department stores. These suits are shown in the above sketch of a dealer's ad-mat. Their promotional campaign includes special mailing to fashion editors throughout the country in addition to window displays, counter cards, cooperative newspaper campaign, TV spots, and fashion shows. For further information contact:

BABS FREDERICK, Gladys Steiner Agency, 341 Madison Avenue, New York, N. Y. (Telephone, MU 9-1630).



Capezio has served the dance profession for over 65 years and during that time has made tremendous fashion history. All the ballet shoes used in "HANS CHRISTIAN ANDERSEN" were made by Capezio. They are creating a line of children's shoes to be tied in with children's fashion. They are also creating special ballet shoes with packaging giving full credit to "HANS CHRISTIAN ANDERSEN."

12,000 dance schools will be supplied with promotional and tie-up material on "HANS CHRISTIAN ANDERSEN" by Capezio.

A newspaper mat service has been prepared giving full credit to "HANS CHRISTIAN ANDERSEN" as well as a cooperative newspaper campaign. Their advertising includes "VOGUE" magazine as well as high fashion media. They have also prepared a special mailing to dance teachers throughout the country urging them to see the film in their local theatre.

A mailing to dance-shoe dealers by Capezio will advise them to set up special displays in cooperation with theatres, in their windows and, if possible, theatre lobbies. It is well to note that Capezio is internationally known as the dancers' cobbler, thus offering a very attractive promotion in view of "Hans Christian Andersen" (Danny Kaye) being a cobbler in the picture. For further information contact:

ARNOLD SOMMERS, Capezio, Inc., New York, N. Y.

"HANS" INSPIRES CEIL CHAPMAN DRESSES



Ceil Chapman has designed three dresses for their new spring line, each of which was inspired by the Samuel Goldwyn production, "HANS CHRISTIAN ANDERSEN." The dresses will be sold on an exclusive basis to one leading department store in each city.

This promotion is planned to be backed up by cooperative newspaper advertising, elaborate window displays, and interior displays. It is suggested that you contact your leading department store regarding promotion of this merchandise.



Two Spring styles from the extensive line of Cinderella dresses. Full credit to "Hans Christian Andersen" is extended in the manufacturer's comprehensive merchandising.



Cinderella

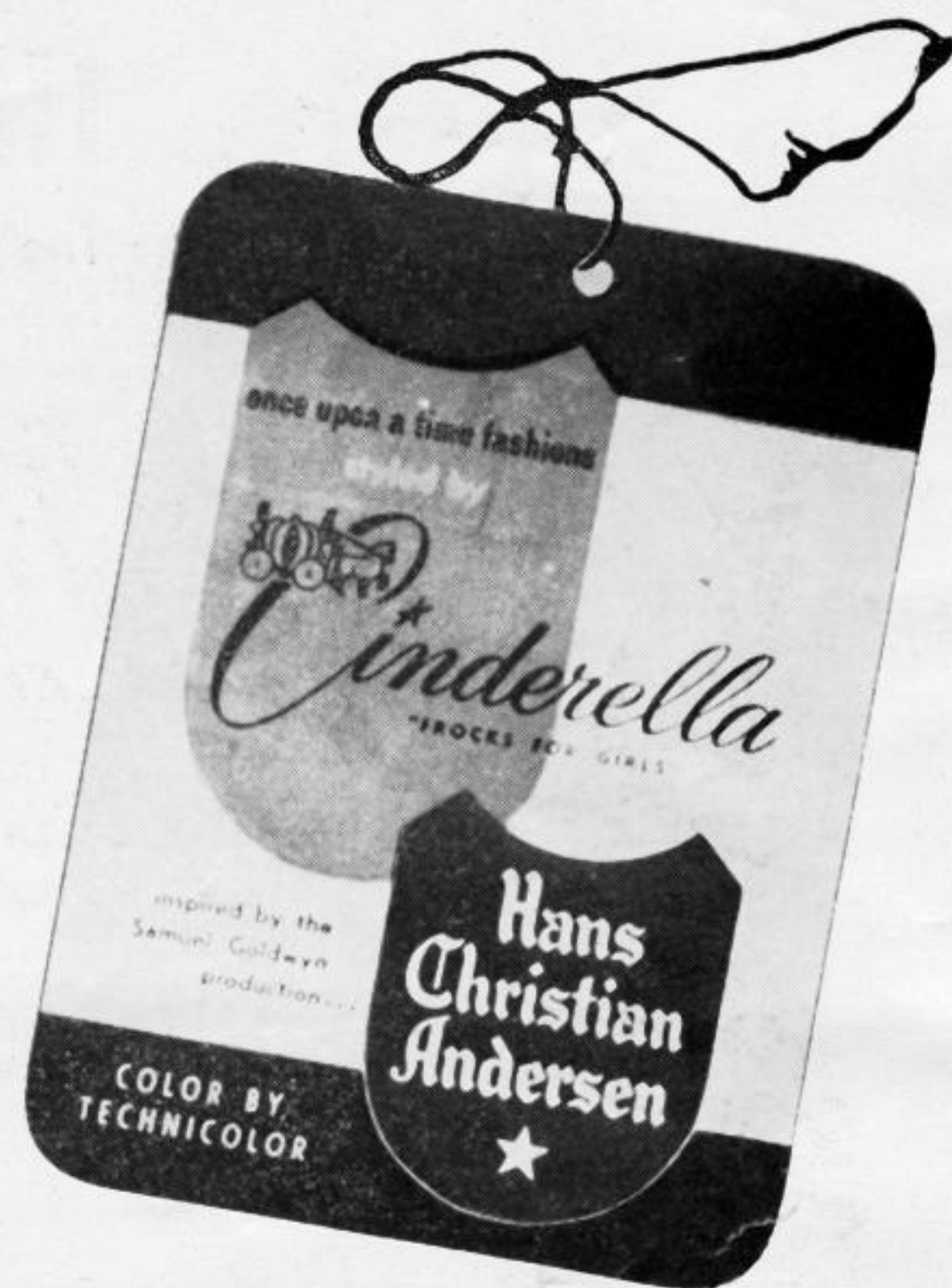
frocks for girls

Cinderella Frocks, manufactured by Rosenau Brothers, is presenting a new set of dresses for girls modeled along the lines of the colorful children's costumes in "HANS CHRISTIAN ANDERSEN." Two of these are illustrated in the sketches herewith. This group of Cinderella "fairy tale frocks" includes calico prints and plaids.

Cinderella Frocks are scheduled to be advertised in leading fashion and consumer magazines. Publicity includes special feature mailing to fashion editors throughout the country, in addition to a series of network TV plugs. There will also be a cooperative newspaper campaign, window displays, and interior displays.

For further information contact:

BABS FREDERICK
Gladys Steiner Agency,
341 Madison Avenue, New York,
N. Y. (Telephone, MU. 9-1630)



Bambury COATS FOR GIRLS

backed by the Happiest Story of all time

Hans Christian Andersen

Inspired by the children's costumes in "HANS CHRISTIAN ANDERSEN," Rosenblatt & Kahn, manufacturers of the BAMBURY line of coats, present BAMBURY COATS FOR GIRLS in a wide range of Spring silhouettes.

From the established pendulum or doll-waisted fitted coat, to the brand new match-box jacket and pared-down slim coat, BAMBURY'S spring-Easter styles, running the gamut from the very young through the subteens, are a reflection of adult fashions, and inaugurate a new approach to girls' coat styling.

This Spring collection, available in stores throughout the country, is backed by an extensive advertising campaign which includes national ads in LIFE magazine and McCALL'S. These will be supplemented by strong window displays, interior displays, and a cooperative newspaper ad campaign.

For further information contact:

Babs Frederick, Gladys Steiner Agency, 341 Madison Avenue, New York, N. Y. (Telephone, MU 9-1630).



CONNIE SHOE CREATIONS

Connie Shoe Creations has prepared a two-page full-color ad with the theme "Connie makes fairy tales come true", here shown in a miniature black-and-white reproduction. The ad campaign, appearing in every major fan magazine, carries a portrait of Jeanmaire together with full credit to the star and "HANS CHRISTIAN ANDERSEN". Full color window displays adapted from this ad have been prepared for distribution to shoe dealers. See that your local

Connie Shoe outlet has this material; supply them with stills and arrange for a cooperative tie-up.



JO-DO APRONS SHOW "HANS" CHARACTERS IN PAINTED PLASTICS

The JO-DO Specialty Company, 37 West 17th Street, New York 11, N. Y. has created a series of four hand-painted plastic aprons based on the various fairy tales in "HANS CHRISTIAN ANDERSEN". The aprons, to be sold in department stores, are personalized, in that each will have hand-painted the first name of the intended wearer (see illustration). Sizes include pinafore sizes 2-12 inclusive, adult half-aprons and baby aprons. The JO-DO Company provides their dealers with special newspaper mats, window and counter displays, as well as a newspaper cooperative ad campaign. For further information and merchandising details contact:

Mrs. Bess Kaye, JO-DO Specialty Company
37 West 17th Street, New York 11, N. Y.

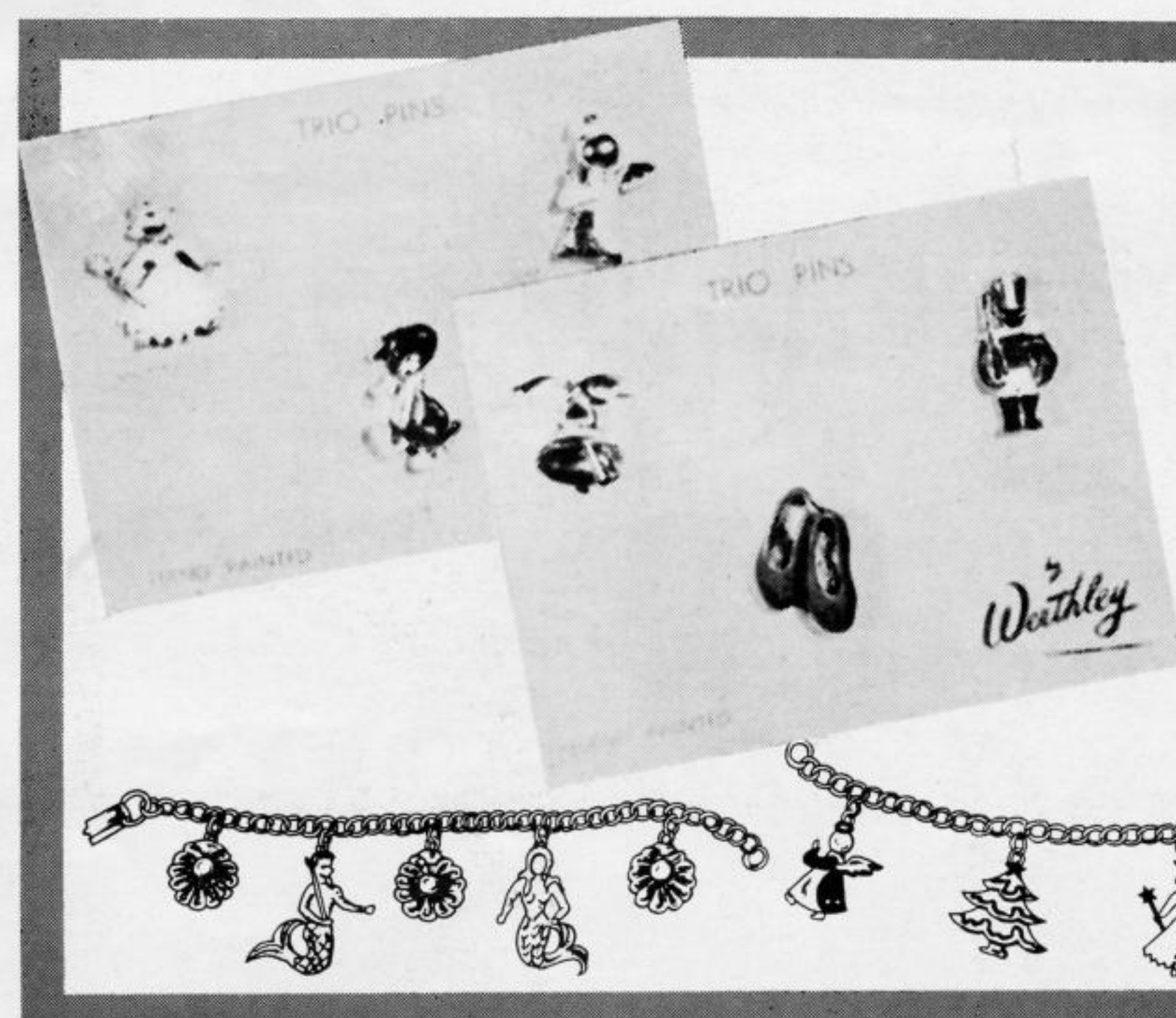


Elaine Togs

Elaine Togs, Inc. have created a special fabric for pinafores, skirts and blouses, which will be supported by a cooperative advertising campaign in all the stores carrying this merchandise. National ads will run in SEVENTEEN Magazine.

Lawrence of London Rainwear

Lawrence of London has created a new line of ladies' raincoats inspired by "The Little Mermaid" and "The Ugly Duckling" stories in "HANS CHRISTIAN ANDERSEN." These products will be supported by a cooperative newspaper campaign, as well as window displays plugging the picture.



CHILDREN'S JEWELRY

E. K. Wertheimer, manufacturers of the Werthley line, has designed a new group of hand-painted jewelry for children, presenting a colorful array of "HANS CHRISTIAN ANDERSEN" characters in necklaces, bracelets, trio pins, barrettes, and earrings, each specially packaged in a "Hans Christian Andersen" box. . . . The promotion program includes special mailing-pieces to all specialty and department stores, counter displays, consumer magazine ads, and cooperative newspaper advertising. For further information contact Joseph Saunders, at E. K. Wertheimer and Son, 15 West 36th Street, New York 18, N. Y.

PYRAMID BAGS

Pyramid Leather Goods Co. have created a selection of fairy tale handbags for children based on the stories in "HANS CHRISTIAN ANDERSEN." As shown in the accompanying illustration, the bags, in several styles, all carry decorative figures of characters in the fairy tales. Credit to the picture is given in advertising accessories and in attractive tags attached to each handbag. These bags are available in all novelty, chain, and department stores. The line will be promoted by a cooperative newspaper campaign and displays. For information about Pyramid Handbags contact

A. Wirhlich,
34 West 33rd Street, New York, N. Y.

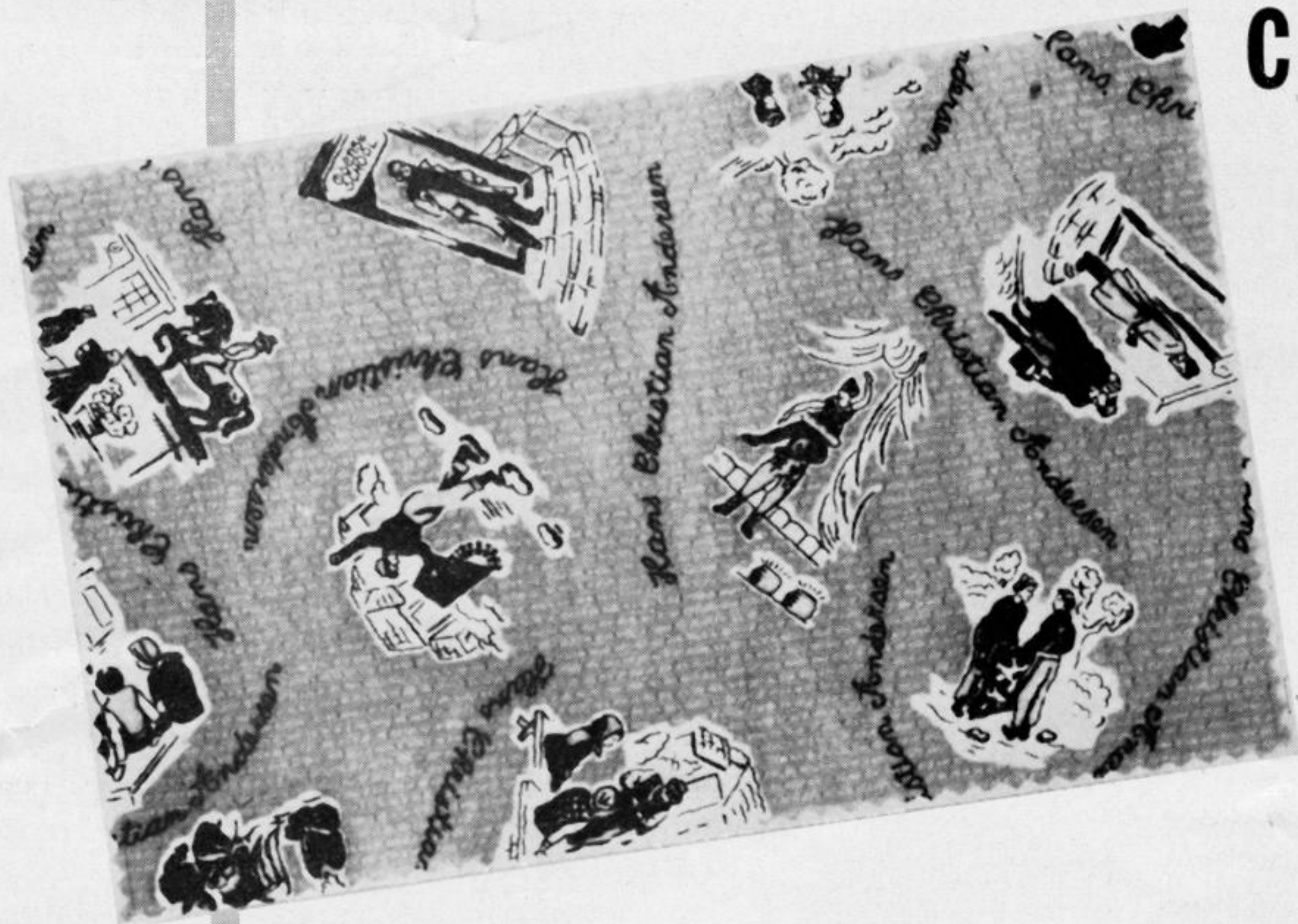


FABRIC TIE-INS FOR "HCA" CHARACTERS

CONE MILLS SPECIALTY

Cone Mills, Inc. has created a special cloth showing scenes from "Hans Christian Andersen," as interpreted by their designer. These fabrics in several colors are being offered to nightwear manufacturers in the children's, boys', girls', and women's field. The marketing of this fabric is backed promotion-wise with cooperative newspaper ads, counter and window displays. The illustration shows a swatch of Cone's "Proximity Plisse" in these designs. For further information, contact:

JOHN STEPPACHER, Cone Mills, Inc., 59 Worth St., New York, N. Y.



Touraine Sportswear's New Fabric Groups

TOURAINE SPORTSWEAR, in cooperation with FULLER FABRICS, have fashioned a new group of designs for tots and teens consisting of a two-piece quilted waistcoat set with a striped petticoat and blouse.

They are also introducing a new group of "HANS CHRISTIAN ANDERSEN" fashions showing the complete story of the ballet in picture and design form. These will be combined with a Fuller solid play-tone fabric.

This promotion is receiving cooperative newspaper advertising; dealers are supplied with counter and window displays.

For further information please contact:

A. BLUMBERG, Touraine Co., Inc., 520 Eighth Avenue, New York 18, N. Y. (Telephone, LA. 4-2700).



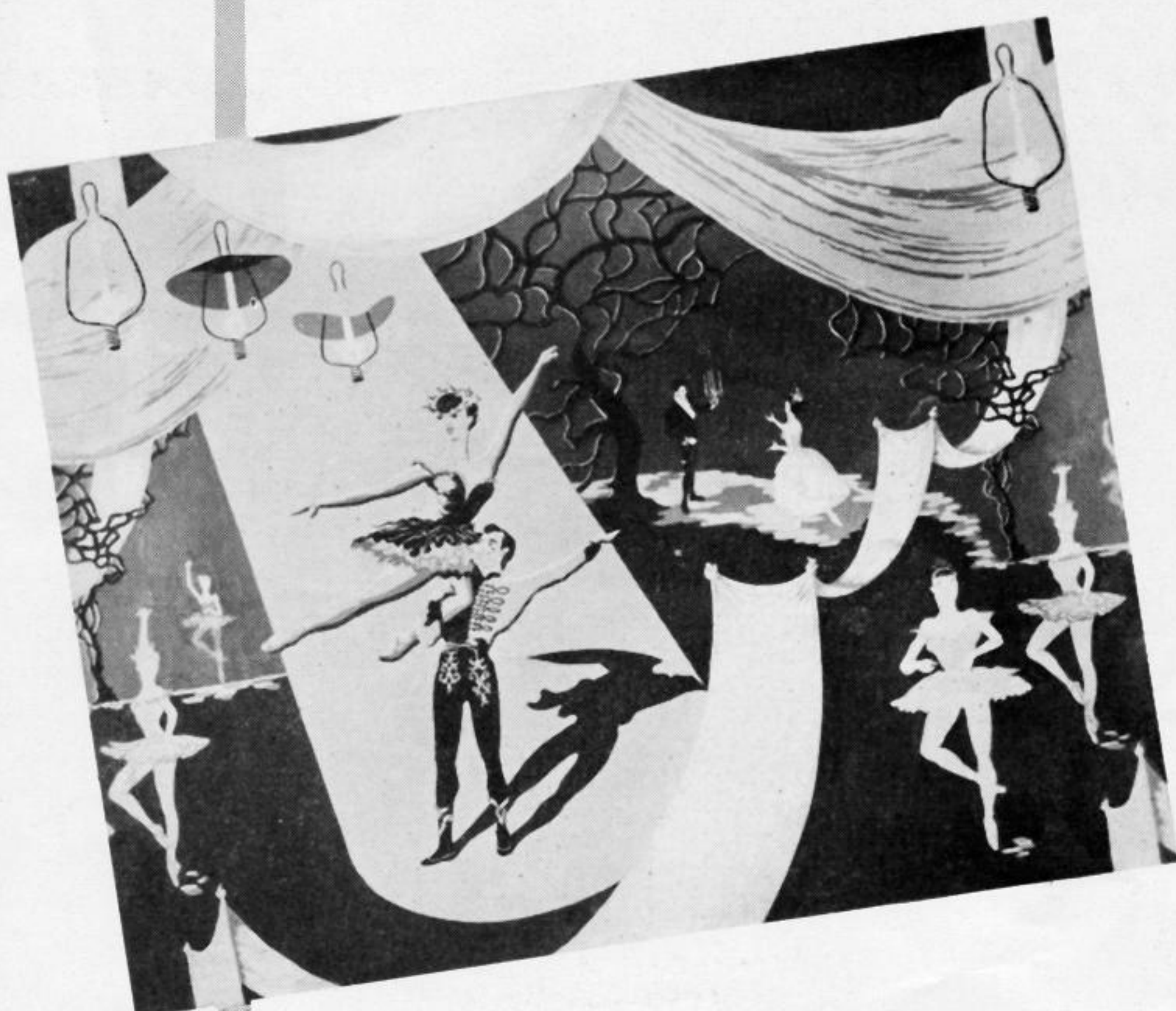
COVINGTON FABRICS

Covington Fabrics has produced four fabric designs based on the stories in "HANS CHRISTIAN ANDERSEN." These colorful prints are to be available in all cotton fabrics and are suitable for drapes, curtains and slipcovers. Distribution is national through the leading department stores in each city.


A cooperative newspaper campaign is offered all dealers carrying the Covington line. Covington will also make available free of charge to all exhibitors sufficient fabric for any display tying in with the motion picture.

For further information, contact:

COVINGTON FABRICS Corp., 261 Fifth Ave., N. Y. C.



On the 20th Century Limited—



Whose famous Bostonians are these?

The time, right now. The place, any point between New York and Hollywood. The people, men who like to travel and women who like to travel with them. That's the story of Bostonian—the new nylon mesh shoe for the Bostonian—the coolest, lightest, warmest shoe you've ever owned! Here, they're the choice of Hollywood's Farley Granger, starring in Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN", color by Technicolor.

The man who sells Bostonians is making friends for life

Made in Whitman, Mass., U.S.A.

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They're Bostonian's new "BREEZEWAYS"—

100% Miracle Nylon Mesh

Nylon, you know, is one of the strongest of fibers. It's also as soft and supple as your skin. When woven into an airy, cool, and combined with rich, gleaming leather, New Englanders will know for their shoes only it shapes up into the coolest, lightest, warmest shoe you've ever owned! It's one of the great new Bostonian shoes you'll agree, you've never expected such shoe comfort!

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BOSTONIAN• SHOES TIE-UP FEATURES FARLEY GRANGER

Bostonian Shoes is conducting a national magazine campaign with the theme "On the Twentieth Century Limited — Whose famous Bostonians are these?" The answer is "They are the choice of Hollywood's Farley Granger, starring in Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN".

These ads, together with full credit are appearing in "SATURDAY EVENING POST", "LIFE", "LOOK", "ESQUIRE", "NEWSWEEK" and "TIME" magazines. The ads will also be enlarged and used as window displays in more than 2,000 important shoe stores throughout the country. For further information contact

Anson Lowitz,
Foote, Cone and Belding
247 Park Avenue, New York, N. Y.

Shown above are reduced reproductions of a half-page magazine ad and, at right, of a full-page ad that appears in full color.

WHITMAN'S CHOCOLATES MAGAZINE CAMPAIGN FEATURES DANNY KAYE

Whitman chocolates are pushing a full color national magazine campaign showing Danny Kaye and Whitman chocolates. Full credit is given to the player and "HANS CHRISTIAN ANDERSEN". The full-page ads are scheduled for "Collier's", "Saturday Evening Post", "Life" and "Look" magazines. Special counter cards, interior displays and window displays have been prepared. Contact your neighborhood store and take advantage of this outstanding tie-up.

This is a black-and-white facsimile of one of the striking full-page magazine ads that appear in full color in leading publications.

"Here's how I Remember! Why don't YOU?"

Danny Kaye



DANNY KAYE
starring in
Samuel Goldwyn's Production of
"HANS CHRISTIAN ANDERSEN"
Color by Technicolor

"A Whitman's Sampler has helped me do a lot of remembering!"



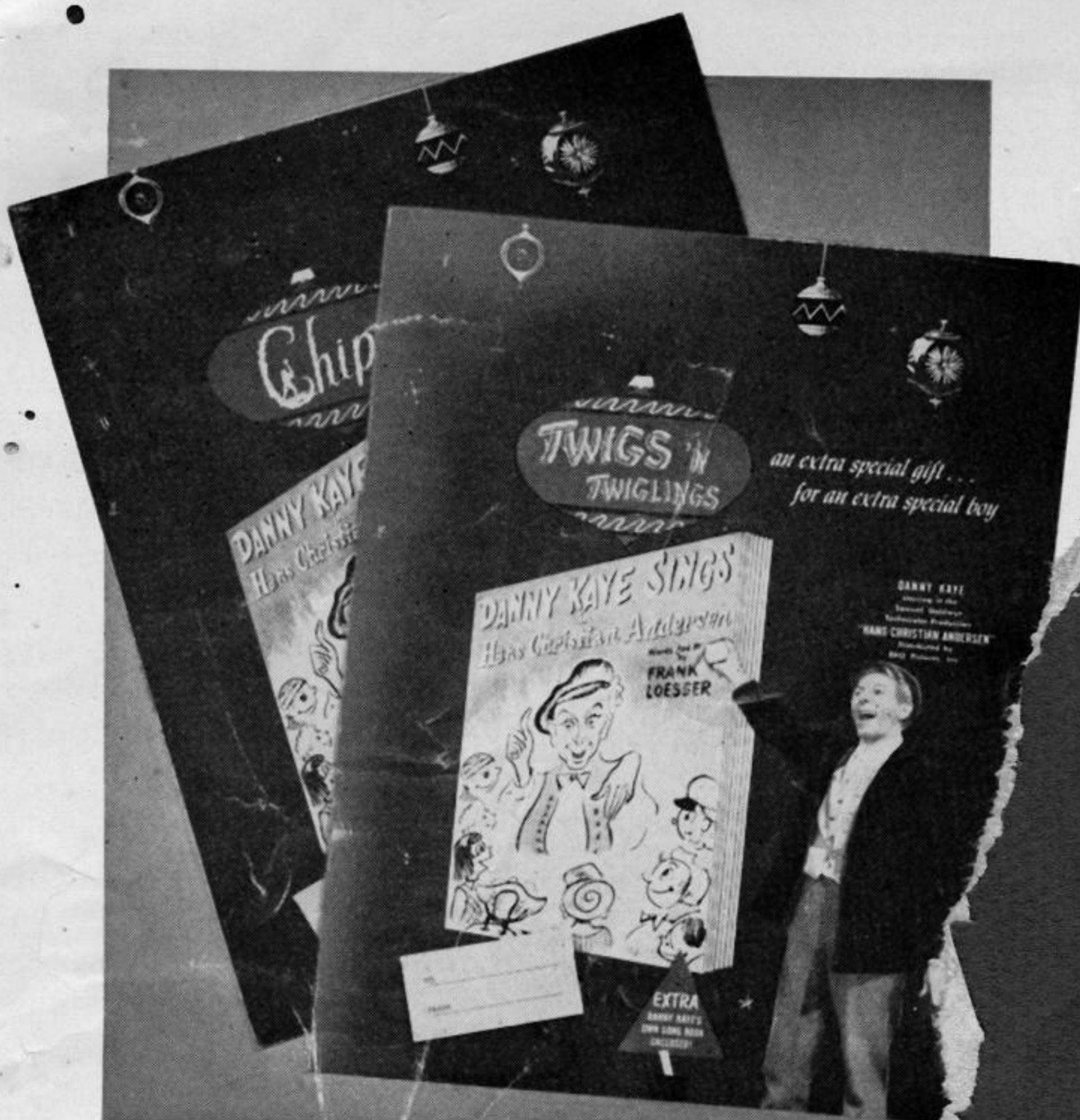
Danny Kaye, always ready to remember, always finds Whitman's Sampler on the set of the Samuel Goldwyn Production of "Hans Christian Andersen". The delight of Peter's friends, My Whitman's Sampler, so a Danny Kaye ad.

"So many people did so many wonderful things to help me when I needed help most, I acquired the Whitman's Sampler habit early. You see, when money was scarce, I knew I could always find, and say 'Thank you' for the many favors a youngster in show business needs. And I've found that in Hollywood, too, you can always find, and rely on, a Whitman's Sampler as a gracious and welcome way to acknowledge those little but all-important courtesies and obligations."



In addition to the famous Sampler, there is a wide choice of Whitman's packages in a wide price range.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS



TITLE AND STAR PROMINENTLY

This merchandising started with a sensational campaign during the holiday season, with packaging showing Danny Kaye in scenes from "HANS CHRISTIAN ANDERSEN"—and with a song-book containing lyrics from the picture included as a free gift in the highly attractive gift-packages. This campaign has been adapted and continued in the post-holiday season.

The firm's promotional program embraces the use of the following advertising and display material:

- Counter cards
- Window cards
- Mailing pieces
- Salesmen's advance cards and follow-up letters to the salesmen.

The campaign of extensive advertising backing the CHIPS AND TWIGS products embraces trade and class publications, Sunday supplements and children's magazines.

For information regarding local contacts the exhibitor should address:

BETTY SILBERMAN,
Feigenbaum Advertising Agency,
2011 Walnut Street, Philadelphia, Pa.

ARTISTIC'S PRINTS PRESENT JEANMA



Extensive Campaign Granger, Camel Smoker

Camel cigarettes have prepared one of the most extensive newspaper and national magazine campaigns in its history, showing Farley Granger, a Camel smoker, on the set of "HANS CHRISTIAN ANDERSEN" and relaxing on the tennis courts, each time smoking a Camel.

Ample credits are given to "HANS CHRISTIAN ANDERSEN" in the advertisement.

The newspaper ads, in black and white, are full-page. The schedule of insertions calls for approximately 100% showing in the nation's newspapers and Sunday supplements.

The magazine advertising is also in full pages, and runs in full color. Here shown is a miniature black-and-white reproduction of the full-color pages which appear on the back covers of TIME, U. S. NEWS & WORLD REPORT, OUR NAVY and VISION (printed in Spanish). Other back covers appear on LIFE, COLLIER'S, THE SATURDAY EVENING POST and LOOK. These advertisements make attractive displays for lobby or in windows.

In addition Camel Cigarettes has gone into an extensive nation-wide television campaign, showing Granger and giving full credit to "HANS CHRISTIAN ANDERSEN." It is suggested that the exhibitor contact his local station, to arrange for credit in local showings.

Camel Cigarettes has also prepared special counter-top displays that are adaptable for your theatre credit. These may be obtained from

Press-book Department
SAMUEL GOLDWYN PRODUCTIONS, Inc.
1270 Sixth Avenue, New York 20, N. Y.

THE BOOK-AND-DOLL



The Marcie Doll Company has created a special group of dolls, one of which is shown above, inspired by "HANS CHRISTIAN ANDERSEN." These dolls are packaged with the "HANS CHRISTIAN ANDERSEN WONDER BOOK" (see pages 40 and 41 of this section). This attractive combination packaging is promoted on a nation-wide basis by the stores in the A M C list (see pages 34 and 35), as well as by MACY'S and JORDAN MARSH stores.

PLAYERS IN ROYAL DESSERTS NEW PACKAGING

Jeanmaire and Joey Walsh are tied in with Standard Brands' Royal Desserts packaging. A series of three packages has been prepared, each carrying a photograph of the above stars of "HANS CHRISTIAN ANDERSEN". Each carries the credit. Counter cards and interior displays have also been prepared. For further information on this outstanding campaign, contact:

RUTH ERIKSON, Ted Bates and Company, 640 Fifth Avenue, New York, N. Y.

