

Document Citation

Title	Minnie and Moskowitz
Author(s)	
Source	<i>Universal Pictures</i>
Date	1972
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	14
Subjects	
Film Subjects	Minnie and Moskowitz, Cassavetes, John, 1971

ADVERTISING PUBLICITY PROMOTION



When in Southern California visit Universal Studios 

**"The best American
movie of 1971!"**

— Joseph Gelmis, *Newsday*

**"Joyous! One of
the year's top ten!"**

— *Time Magazine*

**"Human and funny
...go see
'Minnie &
Moskowitz.'"**

— Gene Shalit, *NBC-TV*

**"The best, most
charming and
funniest home
movie ever made!"**

— Wanda Hale, *New York Daily News*

An AL RUBAN production of JOHN CASSAVETES'

MINNIE AND MOSKOWITZ

starring **GENA ROWLANDS · SEYMOUR CASSEL**

Written and directed by JOHN CASSAVETES • Produced by AL RUBAN • A Universal Picture • Technicolor®



PARENTAL GUIDANCE SUGGESTED
ALL AGES ADMITTED

*Contains material which may not
be suitable for pre-teenagers

Ad Mat No. 401 — 4 Col x 7-1/8" — 400 Lines

MAT NO. 401

All advertising in this press book, as well as all other advertising and publicity materials referred to herein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to:

Director of Code for Advertising
Motion Picture Association of America
522 Fifth Avenue
New York, New York 10036



MOTION PICTURE
ASSOCIATION OF AMERICA

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ADVERTISING

MINNIE AND MOSKOWITZ

GREAT REVIEWS – A Basis For The Advertising Approach

Previews and the early, successful New York opening of John Cassavetes' "MINNIE AND MOSKOWITZ" garnered laudatory comments from many critics. Some of these have keyed the advertisements reproduced in this pressbook. Use them in your campaign and supplement the national reviewers with local press comment. Following are excerpts of some of the many great reviews;

- ".....One of the few movies in recent times that could be called joyous....."
 – Jay Cocks, TIME MAGAZINE
- "'Minnie' succeeds so well partly because Cassavetes has been able to coax magnificent performances not only from his stars but from the rest of the cast as well....."
 – Arthur Cooper, NEWSWEEK
- ".....The details vibrate with truth and the sum of them is incredible....."
 – Judith Crist, NEW YORK MAGAZINE
- ".....The best made of the Cassavetes films; it should be right up there come awards time....."
 – Hollis Alpert, SATURDAY REVIEW
- ".....A tough, nutty film, and one of the few I've seen lately that has the courage to deal with real people."
 – Gail Rock, WOMEN'S WEAR DAILY
- ".....A masterpiece of wackiness.....screamingly funny, painfully funny, achingly funny.....they are glorious....."
 –Leo Lerman, MADEMOISELLE
- "Full of little gems, like a tray at Tiffany's...a movie with stunning performances that's human and funny and hurts a little...go see 'Minnie and Moskowitz.' "
 – Gene Shalit, NBC-TV
- ".....Minnie and Moskowitz, only two of the many fascinating characters in a fascinating and subtle film, Cassavetes' best....."
 – Kevin Saunders, ABC-TV
- ".....Cassavetes is possibly the only authentic American humanist director of any stature today in movies..... Gena Rowlands is an earth mother, ageless like Garbo and Dietrich..... Cassel is the most exciting unsung American actor in movies today....."
 –Joseph Gelmis, NEWSDAY
- ".....The best, most charming and funniest home movie ever made....."
 –Wanda Hale, NEW YORK DAILY NEWS
- ".....A high level of intensity.....an extremely rare and individual film....."
 –Arthur Winsten, NEW YORK POST


the cast

- Minnie GENA ROWLANDS
- Moskowitz SEYMOUR CASSEL
- Zelmo Swift VAL AVERY
- Morgan Morgan TIM CAREY
- Sheba Moskowitz KATHERINE CASSAVETES
- Girl ELIZABETH DEERING
- Florence. ELSIE AMES
- Georgia Moore LADY ROWLANDS
- Irish HOLLY NEAR
- Wife JUDITH ROBERTS

production credits

An AL RUBAN Production of JOHN CASSAVETES' FILM; Produced by AL RUBAN; Written and Directed by JOHN CASSAVETES; Associate Producer, PAUL DONNELLY; Directors of Photography, ARTHUR J. ORNITZ, ALRIC EDENS, MICHAEL MARGULIES; Color by TECHNICOLOR; Assistant Directors, KEVIN DONNELLY, LOU STROLLER; Sound, M.M. METCALFE, SR.; Costume Designer, HELEN COLVIG; Costumer, JULES M. MELILLO; Editor, FRED KNUDTSON; A UNIVERSAL PICTURE.

RUNNING TIME: 114 Minutes FILM RATIO: 1.85 x 1 MPAA RATING: GP*

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"Joyous! One of the year's top ten!"
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Written and directed by JOHN CASSAVETES • Produced by AL RUBAN • A Universal Picture • Technicolor®

GP PARENTAL GUIDANCE SUGGESTED ALL AGES ADMITTED
*Contains material which may not be suitable for pre-teenagers

Perforated for easy removal

Ad Mat No. 302 — 3 Col x 7-1/8" - 300 Lines

MAT NO. 302

Two Midgets on Mat 101



"The best American movie of 1971!"
— Joseph Gelmis, *Newsday*

"Joyous! One of the year's top ten!"
— *Time Magazine*

An AL RUBAN production of JOHN CASSAVETES

MINNIE AND MOSKOWITZ

A Universal Picture • Technicolor® **GP**

MAT NO. 201

Ad Mat No. 201 — 2 Col x 2" — 56 Lines

"Joyous! One of the year's top ten!"
— *Time Magazine*

"The best American movie of 1971!"
— Joseph Gelmis, *Newsday*

An AL RUBAN production of JOHN CASSAVETES

MINNIE AND MOSKOWITZ

A Universal Picture • Technicolor® **GP**

An AL RUBAN production of JOHN CASSAVETES

MINNIE AND MOSKOWITZ

A Universal Picture • Technicolor® **GP**

MAT NO. 101

Ad Mat No. 101
1 Col x 2" — 56 Lines
1 Col x 1" — 14 Lines



ADVERTISING

MINNIE AND MOSKOWITZ

When in Southern California visit Universal Studios

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GP PARENTAL GUIDANCE SUGGESTED ALL AGES ADMITTED

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Perforated for easy removal

Ad Mat No. 301 — 3 Col x 6" — 250 Lines

MAT NO. 301

"The best American movie of 1971!"
— Joseph Gelms, *Newsday*

"Joyous! One of the year's top ten!"
— *Time Magazine*

"Human and funny ... go see 'Minnie & Moskowitz.'"
— Gene Shalit, *NBC-TV*

"The best, most charming and funniest home movie ever made!"
— Wanda Hale, *New York Daily News*

An AL RUBAN production of JOHN CASSAVETES'

MINNIE AND MOSKOWITZ

Written and directed by JOHN CASSAVETES • Produced by AL RUBAN • A Universal Picture • Technicolor®

GP

MAT NO. 202

Ad Mat No. 202 — 2 Col x 3½" — 100 Lines

© 1972 FACES MUSIC, INC. and UNIVERSAL PICTURES

When in Southern California visit Universal Studios

"The best, most charming and funniest home movie ever made!"

-Wanda Hale, New York Daily News

"Human and funny...go see 'Minnie & Moskowitz.'"

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-Time Magazine

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Produced by **AL RUBAN**  Contains material which may not be suitable for all audiences.
A Universal Picture • Technicolor®

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Produced by **AL RUBAN**  Contains material which may not be suitable for all audiences.
A Universal Picture • Technicolor®

Ad Mat No. 203 - 2 Col x 5-3/8" - 150 Lines
MAT NO. 203

COMPOSITE MAT

The following ads and scenes, the basic needs for a campaign, are available on a composite mat (mat no. 1) at a special low price at NATIONAL SCREEN SERVICE:

Ads: 101, 201, 203, 204
Scenes: (1-B), (2-B)

Ad Mat No. 204 - 2 Col x 7 1/4" - 200 Lines

MAT NO. 204

JOHN CASSAVETES' "MINNIE AND MOSKOWITZ"

CO-STARS GENA ROWLANDS' SEYMOUR CASSEL

Hilarious in its examination of human foibles and unblinking in the exploration of human loneliness, John Cassavetes' "Minnie and Moskowitz," the Al Ruban production in Technicolor for Universal, which comes to the Theatre, does not yield to easy categorization. Starring Gena Rowlands and Seymour Cassel, all the labels such as comedy, drama, tragedy, serio-comedy, which have served to identify films since the beginning of screen history, fail to wholly define "Minnie and Moskowitz."

Cassavetes himself sees his new work as basically a contemporary fairy tale. He also concedes that it carries less anger than his personal films -- "Shadows," "Face," or "Husbands" - - and that his characters live in a more positive way.

Miss Rowlands, who stars as Minnie, returns to feature films for the first time since "Faces" in a complex characterization that confirms her as one of the screen's most gifted actresses. A star in her first Broadway play, Miss Rowlands' outstanding film credits include "Lonely Are The Brave," "The Spiral Road," "Tony Rome" and "A Child Is Waiting," the latter marking the first film in which she had been directed by Cassavetes, her husband in private life.

Cassel, who received an Academy Award nomination for his performance in "Faces," and won both the New York Critics Circle and the New York National Society of Film Critics awards as best supporting actor, began his association with Cassavetes during the filming of "Shadows." Not in the cast, he made himself so valuable as a general handyman, he was given credit as an associate producer. In addition to being seen in many segments of television series, his film credits include "Coogan's Bluff" and "The Revolutionary," in which he co-starred with Jon Voight.

"Minnie and Moskowitz" has been rated "GP* Parental guidance suggested. All ages admitted. Contains material which may not be suitable for pre-teenagers."

#

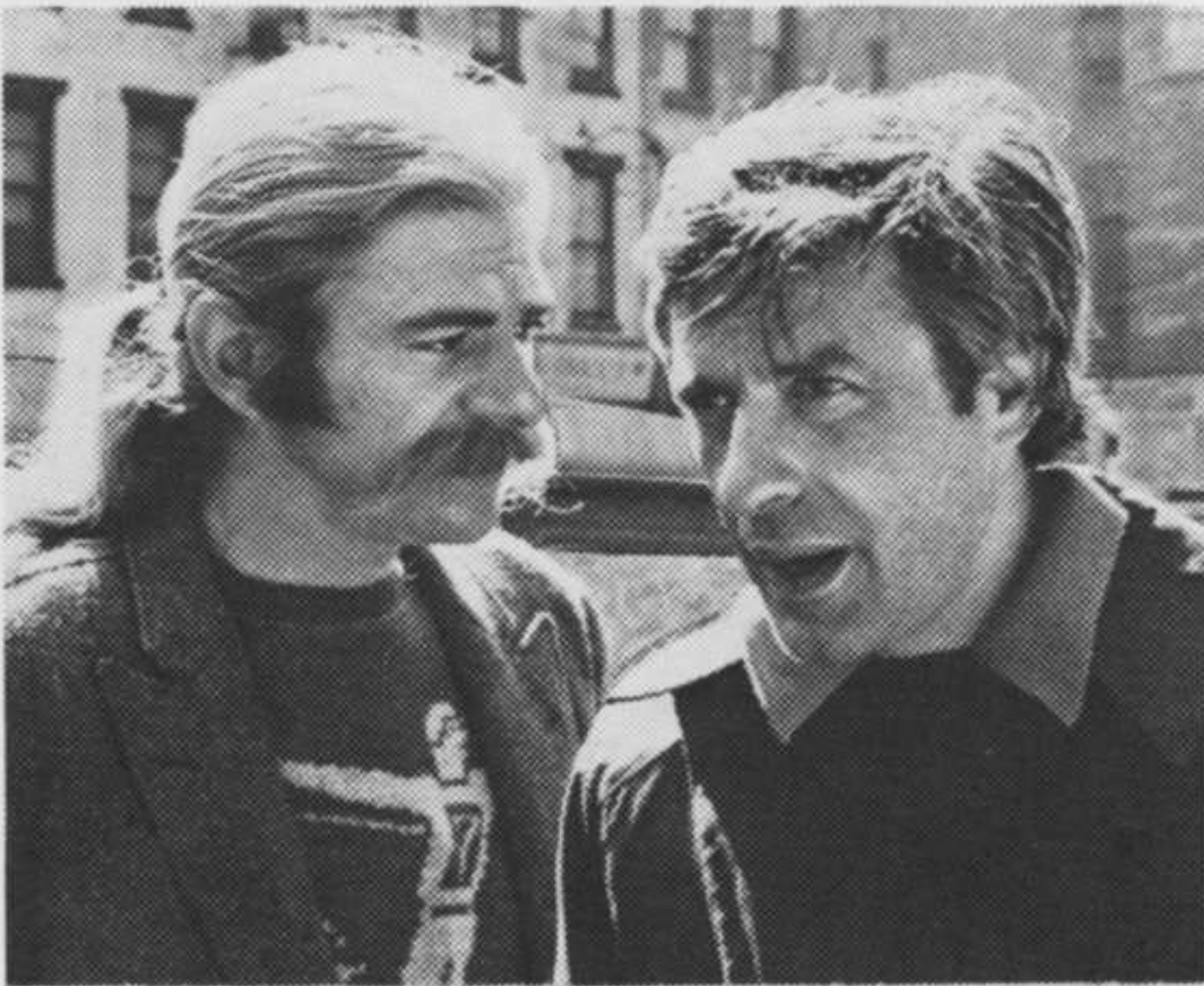
ACTORS CANNOT DO WITHOUT AUTHORS,
SAYS "MINNIE AND MOSKOWITZ" STAR

Gena Rowlands is adept at improvisational acting, but she doesn't think that playwrights are about to be replaced in Hollywood or on Broadway by actors with a flair for making up their own situations.

It's just not true that actors can do without the Arthur Millers, Tennessee Williamses and Edward Albees, insists Gena, who stars with Seymour Cassel in John Cassavetes' "Minnie and Moskowitz," now at the Theatre.

"Most people think you just get up there and say anything you feel and that it is on film," says the blonde actress who has the title feminine role in the Al Ruban production in Technicolor for Universal.

"You have a very strict situation, you improve in rehearsal, then you take what does work and the writer provides the rest of it that needs more structure. You can't just have actors sitting around and improvising endlessly. The play or picture would end up being loose and without coherent form."



"MINNIE AND MOSKOWITZ" (2-A)

John Cassavetes discusses a New York location with Seymour Cassel, who has the title role in the Al Ruban production of Cassavetes' "Minnie and Moskowitz," a Universal picture in Technicolor. Written by Cassavetes, the film also stars Gena Rowlands, and was photographed entirely on location in New York City and Los Angeles.

(Still No. 5106-34)



"MINNIE AND MOSKOWITZ" (1-A)

Gena Rowlands creates the complex character of a beautiful woman who has allowed herself to be drawn into an unhappy love affair with a married man in the Al Ruban production of John Cassavetes' "Minnie and Moskowitz," a Universal picture photographed in Technicolor.

(Still No. 5106-21)



"MINNIE AND MOSKOWITZ" (1-B)

Exuberant car parker Seymour Cassel finds happiness with Gena Rowlands, who has had an unfortunate love affair with a married man, in the Al Ruban production of John Cassavetes' "Minnie and Moskowitz," a Universal picture photographed in Technicolor.

(Still No. 5106-23)



"MINNIE AND MOSKOWITZ" (2-B)

Her eyes swimming with happiness, Gena Rowlands finds herself being married to Seymour Cassel, the man she resisted through fights, arguments and door poundings in the Al Ruban production of John Cassavetes' "Minnie and Moskowitz," a Universal picture in Technicolor. Cassavetes wrote as well as directed the picture.

(Still No. 5106-17)

When in Southern California visit Universal Studios



"Joyous! One of the year's top ten!"

— Time Magazine

"Human and funny!"

— Gene Shalit, NBC-TV

"A hilarious movie."

— Edwin Miller, Seventeen Magazine



An AL RUBAN production of JOHN CASSAVETES'

"Minnie & Moskowitz"

starring GENA ROWLANDS · SEYMOUR CASSEL

Written and directed by JOHN CASSAVETES · Produced by AL RUBAN

A Universal Picture · Technicolor® PARENTAL GUIDANCE SUGGESTED ALL AGES ADMITTED *Contains material which may not be suitable for pre-teenagers.

MAT NO. 205 A

Ad Mat No. 205A — 2 Col x 7½ — 200 Lines

When in Southern California visit Universal Studios



"Joyous! One of the year's top ten!"

— Time Magazine

"Human and funny!"

— Gene Shalit, NBC-TV

"A hilarious movie."

— Edwin Miller, Seventeen Magazine



An AL RUBAN production of JOHN CASSAVETES'

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starring GENA ROWLANDS · SEYMOUR CASSEL

Written and directed by JOHN CASSAVETES · Produced by AL RUBAN · A Universal Picture · Technicolor®

PARENTAL GUIDANCE SUGGESTED ALL AGES ADMITTED *Contains material which may not be suitable for pre-teenagers.

MAT NO. 204 A

Ad Mat No. 204A — 2 Col x 5½ — 150 Lines



"Hilarious!"
— Edwin Miller,
Seventeen Magazine



"Funny!"
— Gene Shalit,
NBC-TV

An AL RUBAN production of JOHN CASSAVETES'

"Minnie & Moskowitz"


starring **GENA ROWLANDS · SEYMOUR CASSEL**

A UNIVERSAL PICTURE · TECHNICOLOR®



MAT NO. 203 A

Ad Mat No. 203A — 2 Col x 3½ — 100 Lines

When in Southern California visit Universal Studios 

**"Human
and funny
...go see
'Minnie &
Moskowitz.'"**

— Gene Shalit, *NBC-TV*

**"Joyous!
One of the
year's top
ten!"**

— *Time Magazine*

**"A
hilarious
movie."**

— Edwin Miller,
Seventeen Magazine



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"Minnie & Moskowitz"

starring **GENA ROWLANDS · SEYMOUR CASSEL**

Written and directed by JOHN CASSAVETES · Produced by AL RUBAN · A Universal Picture · Technicolor®



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MAT NO. 301A

Ad Mat No. 301A — 3 Col x 7½ — 300 Lines

When in Southern California visit Universal Studios



“Joyous! One of the year’s top ten!”

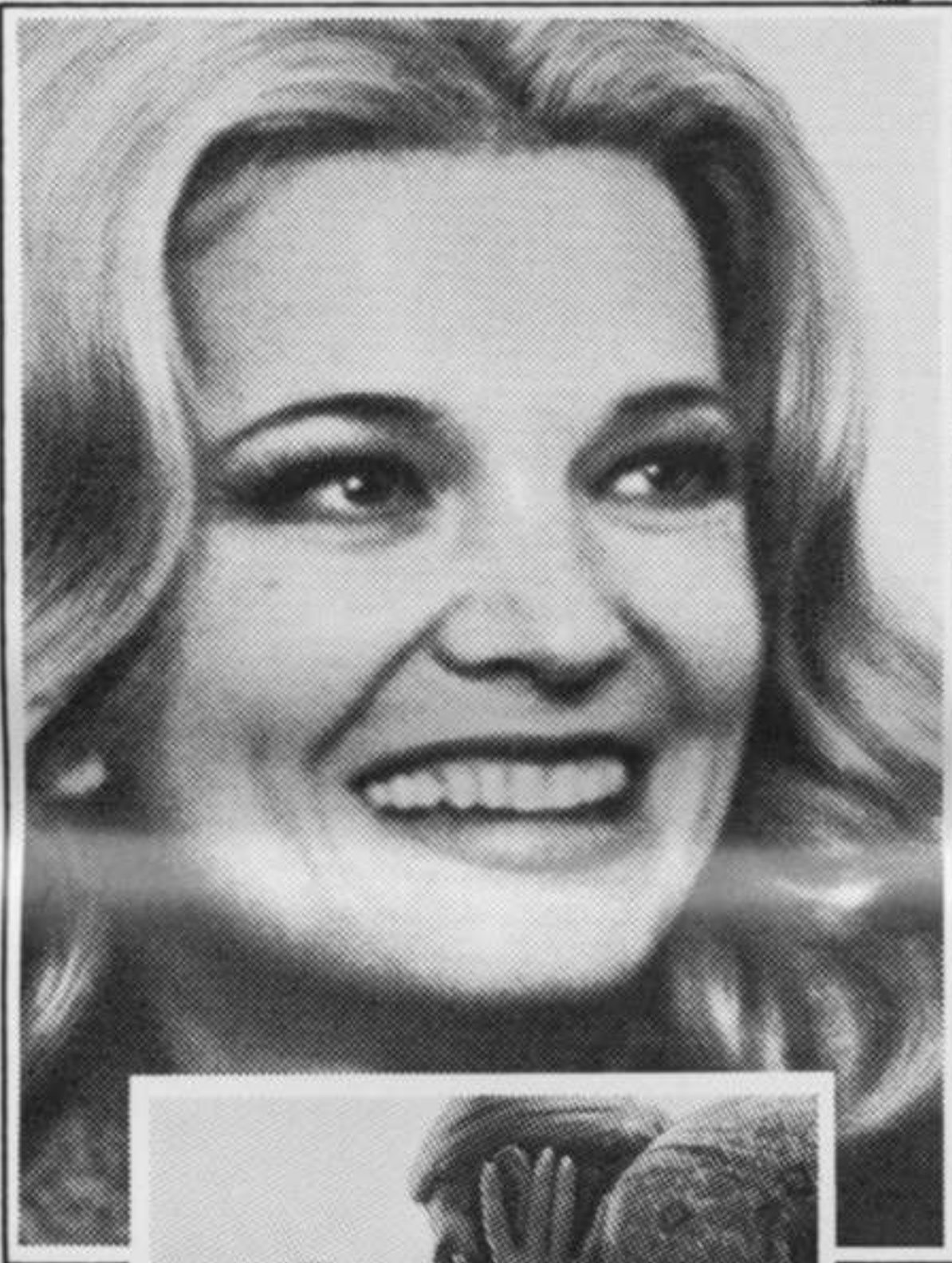
— *Time Magazine*

“Human and funny!”

— Gene Shalit, *NBC-TV*

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Seventeen Magazine



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A Universal Picture · Technicolor®



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MAT NO. 302 A

Ad Mat No. 302A — 3 Col x 9¾ — 405 Lines



ADVERTISING SUPPLEMENT

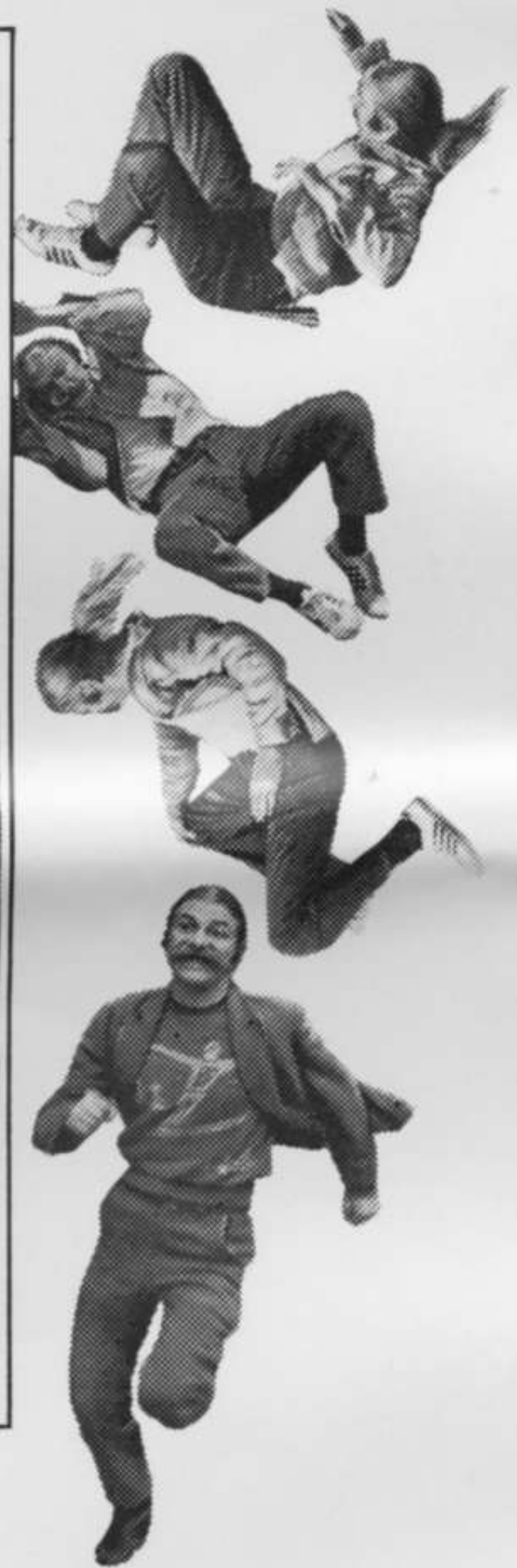
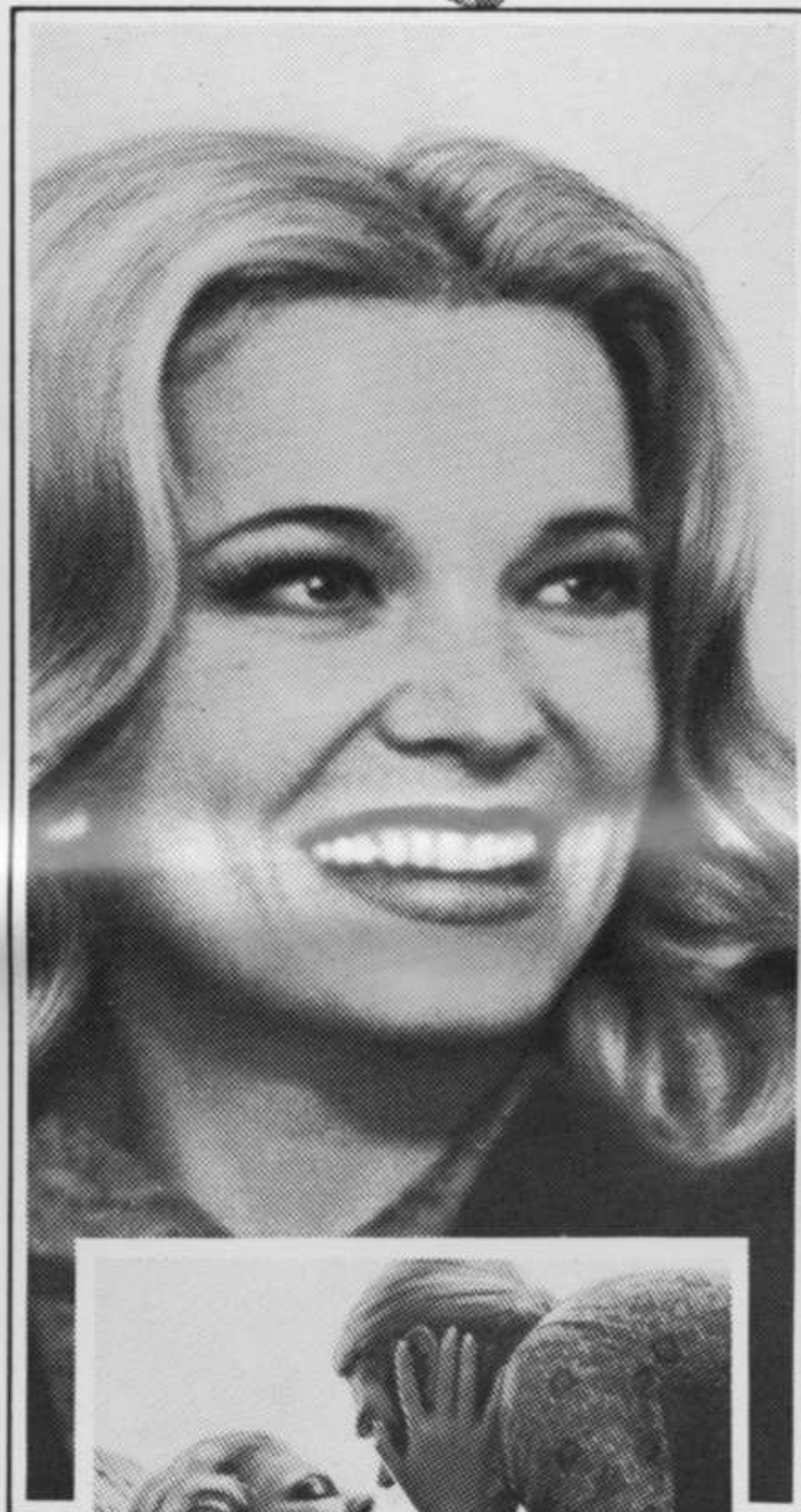
"Minnie & Moskowitz"

When in Southern California visit Universal Studios 

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MAT NO. 401A

Ad Mat No. 401A — 4 Col x 10 — 560 Lines

All advertising in this press book, as well as all other advertising and publicity materials referred to herein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to:

Director of Code for Advertising Motion Picture Association of America 522 Fifth Avenue New York, New York 10036



MOTION PICTURE ASSOCIATION OF AMERICA

SHORTS

John Cassavetes' "Minnie and Moskowitz," an Al Ruban production in Technicolor for Universal starring Gena Rowlands and Seymour Cassel, comes to the Theatre.

Filmed on location in New York City and Los Angeles, "Minnie and Moskowitz" was written and directed by Cassavetes. Leading featured roles are played by Val Avery, Tim Carey, Katherine Cassavetes, Elizabeth Deering, Elsie Ames, Lady Rowlands and Holly Near.

#

Gena Rowlands hopes her next picture doesn't call for her to smoke or come within a mile of a cigarette.

She lights up and puffs throughout the Al Ruban production of John Cassavetes' "Minnie and Moskowitz," which comes to the Theatre.

And she got many guffaws during the Technicolor filming of the Universal picture, the same as she did in "Faces," an earlier film in which she starred for Ruban and Cassavetes, for her cigarette-smoking technique.

"They still accuse me," Gena sighs, "of having watched too many Bette Davis movies."

#

Seymour Cassel now understands why Lynn Fontanne and Alfred Lunt starred together on the stage in more than a score of plays.

He had the chance to work with his own actress wife, Elizabeth Deering, in one scene in the Al Ruban production of John Cassavetes' "Minnie and Moskowitz," coming to the Theatre.

"It's great," says Cassel, who won two awards for his performance in "Faces," plus an Oscar nomination. "You can rehearse your scenes together at night and be perfect in front of the camera the next day."

Gena Rowlands stars with Cassel in the Universal picture filmed in Technicolor entirely on locations in New York and Los Angeles.

#

Some struggling actors work as Santa Clauses at Christmas time to make both ends meet and some have been known to pay their rent by waiting on tables.

But Gena Rowlands, who stars in the Al Ruban production of John Cassavetes' "Minnie and Moskowitz," a Universal picture in Technicolor coming to the Theatre, had the most unlikely sideline of all when she was trying to get a foothold on Broadway.

Gena wrote the story lines for the "Crime Doesn't Pay" series of comic books.

"I was so steeped in crime that I could tell you in two seconds flat what the rap was for a two-time loser at Sing Sing," says the blonde star. "And my characters all came to a bad end."

#

Val Avery hopes to make it at least a round dozen as an actor in the films of John Cassavetes, his close friend.

The famed character actor appears with Gena Rowlands and Seymour Cassel in his third for Cassavetes, "Minnie and Moskowitz," coming to the Theatre. It is an Al Ruban production for Universal, filmed in Technicolor.

Avery was first directed by the actor-writer-director in "Too Late Blues," then starred for him in "Faces."

THE STORY

(Not for Publication)

Seymour Moskowitz (SEYMOUR CASSEL) parks cars for a living, wanders around Times Square on his day off, picks up girls at night, and bums money from his mother (KATHERINE CASSAVETES). For a free spirit, 30 years old, with long hair and a walrus mustache, the city can be disenchanting. Tired of it, he borrows money from his mother and leaves New York for Los Angeles - with its freeways, its constant sun and its Hollywood Boulevard. A new city. A rented room. A new job parking cars.

Her name is Minnie Moore (GENA ROWLANDS). She's white, blonde, Episcopal, and works at a museum. Her mother (LADY ROWLANDS) lives in Vancouver; her father is dead. She has a deeply unhappy relationship with Jim, a married man with three kids. Minnie, too, is a loner.

A blind date exemplifies the loneliness. Zelmo (VAL AVERY) proposes. Seymour is a carpark at the restaurant and, like a knight in shining armor, he comes to her rescue. But to Minnie, this stranger with his long hair and his walrus mustache is no Lochinvar.

To understand the story of "Minnie and Moskowitz," and the relationship of the title characters through their fights, arguments, pounding on doors, the torture, the pain, the screaming, and the eventual marriage, filmmaker John Cassavetes feels it essential for the audience to first take itself back to when it cared; to when decisions were simple and there was time stretching ahead in which to worry.



PROMOTION

MINNIE AND MOSKOWITZ

Teaser Trailer FREE

Highlights of the bittersweet drama and comedy of "MINNIE AND MOSKOWITZ" are packed into a hard selling teaser trailer. Use it for cross-plugs and on your own screen well in advance of your playdate. Order your FREE teaser trailer from NATIONAL SCREEN SERVICE. For best results, follow with the regular National Screen Service trailer.

HIGH INTENSITY COLOR STILLS

The comedy and drama of "MINNIE AND MOSKOWITZ" are depicted in the set of high intensity color stills. They are ideal for all display purposes. Order in complete sets from NATIONAL SCREEN SERVICE!

DAY-GLO TITLE DISPLAY

An attention-attracting display in brilliant, reflecting Day-Glo colors contains title as well as a photo illustration. In its full size it measures 24" x 82", which can be easily converted to 24" x 60" by eliminating the illustration. NATIONAL SCREEN SERVICE has this useful display item.

De Luxe HI-RISE Standee

Outstanding IN FULL COLOR – an excellent advertising display! Convertible as a Wall Hanger where floor space is limited. Budget-priced at \$9.95 for the Standee, with the re-usable Extension Pole costing only \$1.50. Order from NATIONAL SCREEN SERVICE.

STREAMERS, VALANCES, WALL BANNERS and other SATIN ACCESSORIES

Special 3-PIECE STREAMER, Size 15 feet, \$23.50 each. DeLUXE FLUORESCENT SECTIONAL VALANCE, \$2.35 per running foot, minimum order, 10 feet. 9' x 12' FLAGS or WALL BANNERS, \$150.00 single-faced or \$250.00 double faced, AUTO BUMPER BANNERS, \$1.50 each (Minimum order of 15 pieces). USHER BADGES, 50¢ each. In U.S., order direct from your nearest NATIONAL SCREEN SERVICE. In Canada, order from Consolidated Theatre Services, 120 Wellington St., W. Toronto, Ontario. All these items manufactured by National Flag & Display Co., 43 West 21st St., New York, N.Y. 10010.

EXHIBITOR'S CAMPAIGN CHECK LIST

- TV COMMERCIALS – Free
- Use Order Coupon
- RADIO SPOTS Transcription
- Use Order Coupon

FOR THEATRE SCREEN

- Teaser Trailer – Free
- Regular Trailer

FOR LOBBY AND DISPLAYS

- Special Color Still Board
- Satin Banner Accessories

NATIONAL SCREEN SERVICE ACCESSORIES

- Ad Mats
- Pub. Scene Mats
- 8 x 10 Color Stills
- Free Teaser Trailer
- Regular Trailer
- 1 – Sheets
- 22 x 28 Card
- 14 x 36 Insert Cards
- Hi-Rise Standee
- Day-Glo Title Display

PLEASE TURN THE PAGE FOR ADDITIONAL PROMOTION

MINNIE AND MOSKOWITZ

Use Clip-Out Coupon To Obtain FREE TELEVISION COMMERCIALS In Color

The complete set of television commercials, which can be ordered easily on the clip-out order blank below, contains a variety of time lengths to fit any schedule and sufficient silent action footage for local audio playdate information.

— CUT ON DOTTED LINES —

ORDER BLANK "MINNIE AND MOSKOWITZ"

Exploitation Department, Universal Pictures Company
445 Park Avenue, New York, N.Y. 10022

Please send me _____ sets of _____ Date _____

FREE Television Commercials on "MINNIE AND MOSKOWITZ".

These will be used on the following stations: _____

Theatre _____ Playdate _____

 (STREET ADDRESS OR P.O. BOX)

 (CITY) (STATE) (ZIP CODE)

 (SIGNATURE)

Complete Set of RADIO SPOTS Free On One TRANSCRIPTION

Use the order form below to obtain the complete set of Radio Spots which comes on a single transcription.

— CUT ON DOTTED LINES —

ORDER BLANK "MINNIE AND MOSKOWITZ"

Radio Department, Universal Pictures
Universal City, Calif. 91608

Please send me the following on "MINNIE AND MOSKOWITZ":
 _____ Sets of FREE Radio Spots

Date _____

Theatre _____ Playdate _____

 (STREET ADDRESS OR P.O. BOX)

 (CITY) (STATE) (ZIP CODE)

 (SIGNATURE)

POSTERS



ONE SHEET



22 X 28



14 x 36

ORDER FREE TEASER TRAILER, REGULAR TRAILER, AD MATS, SCENE MATS, STILLS AND OTHER ACCESSORIES FROM YOUR NATIONAL SCREEN SERVICE.