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**The Greatest of All
Adventure Classics
On the Screen at Last!**

Richard Henry Dana's
**"TWO YEARS
BEFORE THE
MAST"**



A Paramount Picture
starring **Alan Ladd**
William Bendix
Brian Donlevy
Barry Fitzgerald

with Howard da SILVA • Esther FERNANDEZ • Albert DEKKER
Luis VAN ROOTEN • Darryl HICKMAN

Produced by SETON I. MILLER • Directed by JOHN FARROW • Screen Play by Seton I. Miller and George Bruce

T H E A T R E

2 COLS. x 125 LINES... 250 LINES

MAT 206—30

**The Epic That has Thrilled
the World for 100 Years...
On the Screen at Last!**



starring
**ALAN
LADD**
**BRIAN
DONLEVY**
**WILLIAM
BENDIX**
**BARRY
FITZGERALD**

Richard Henry Dana's
**"TWO YEARS
BEFORE
THE MAST"**

LADD finds
his most
exotic love!

A Paramount Picture
with Howard da SILVA • Esther FERNANDEZ • Albert DEKKER • Luis VAN ROOTEN • Darryl HICKMAN
Produced by SETON I. MILLER • Directed by JOHN FARROW • Screen Play by Seton I. Miller and George Bruce

T H E A T R E

2 COLS. x 53 LINES... 106 LINES

MAT 203—30

CATCHLINES

Thirsting for adventure . . . red-blooded mutineers surge from the pages of the world's best loved story of men and ships!

This is the world's most famous story of the seas . . . the novel MILLIONS have thrilled to for more than 100 years.

And now—at last—it sweeps to the screen . . . bringing you the unparalleled excitement of history's most sensational ocean voyage!

Sail with them on their trip around the Horn . . . join the crew that wrote a new chapter in the annals of America's greatest adventure!

Ladd finds his most exotic love on the most exciting voyage since time began.

FOUR GREAT STARS COME TO DEATH GRIPS . . . While below decks, a beautiful woman fears for her life.

MUTINEERS . . . HUNTED ACROSS THE SEVEN SEAS—LOVE . . . THAT FOLLOWED ACROSS THE WORLD—in one of the greatest of all adventure classics!

Ladd leads 100 desperate men on an historic death-stalked voyage . . . defying the world's toughest captain . . . finding his most exotic love!

THE LUSTY PAGES OF THE GREAT AMERICAN CLASSIC OF HIGH-SEA ADVENTURE . . . SWEEP IN THRILLING MAJESTY ACROSS THE SCREEN!

Four great action stars come to death grips . . . Ladd finds his most exotic love . . . in the thrill-packed epic America has waited 106 years to see.

100 DESPERATE MEN AND A GIRL . . . IN THE MOST FAMOUS SEA STORY EVER FILMED!

Set sail on history's most exciting voyage . . . with 100 lash-scarred mutineers who became hunted outlaws of the sea . . . and the one girl who dared to journey with them!

All the thrills . . . the mighty spectacle . . . the turbulent romance of the greatest sea adventure ever filmed!

TRAILER

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EXPLOITATION...

MARQUEE
DISPLAY
IDEA

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THE SIX-SHEET



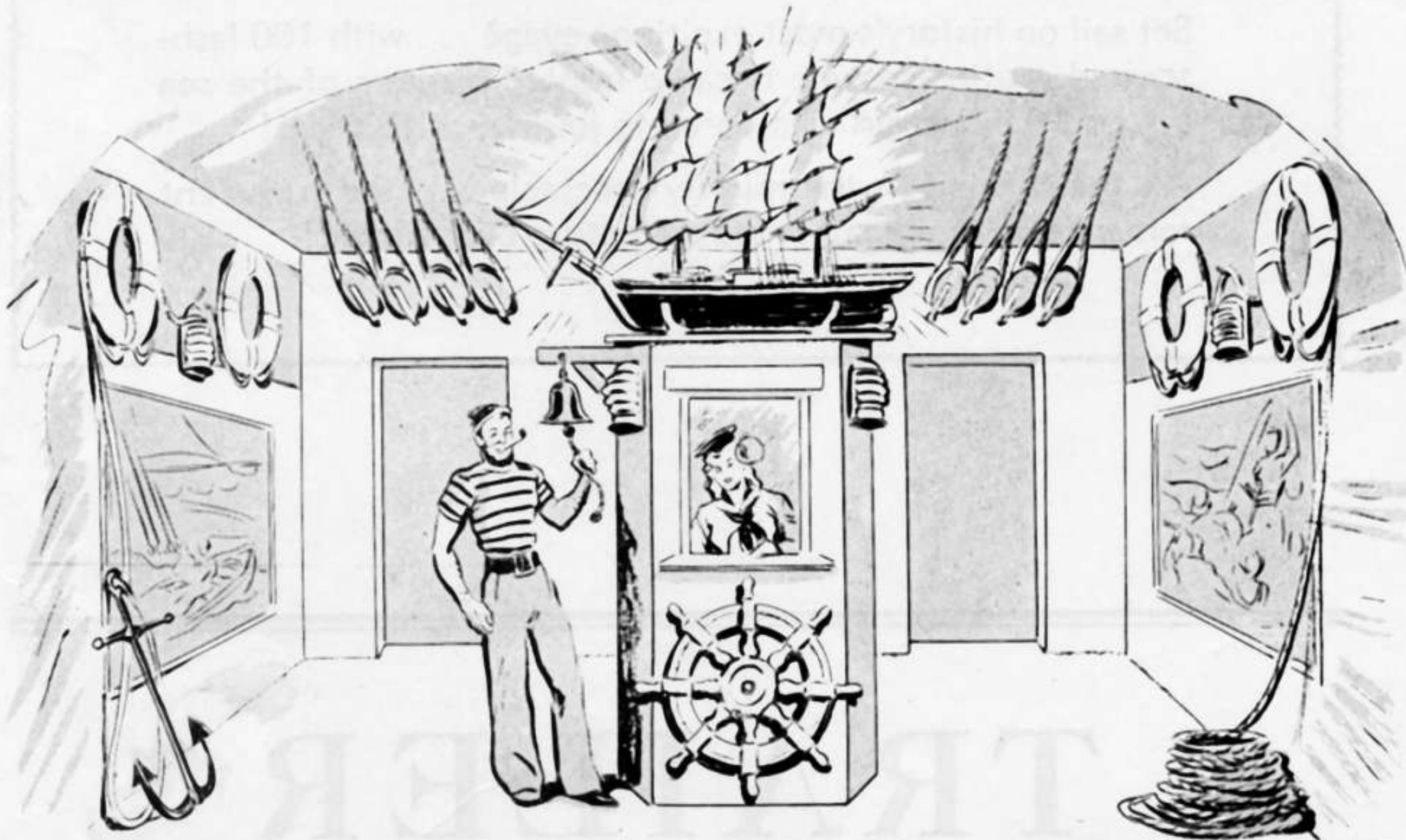
RECRUITING STUNT



Most of the time there's a recruiting drive going on for personnel for the Merchant Marine, and recruiting offices in most cases will be happy to co-operate in any stunt which will publicize their cause.

If such is the case in your situation, you might work up a stunt for the front of your theatre based on the idea as outlined in sketch. Your bally man might be dressed in a merchant seaman's uniform, as shown in the picture, and for contrast, a member of the recruiting staff could be present too, to make his pitch or distribute literature to all comers.

NAUTICAL LOBBY A NATURAL

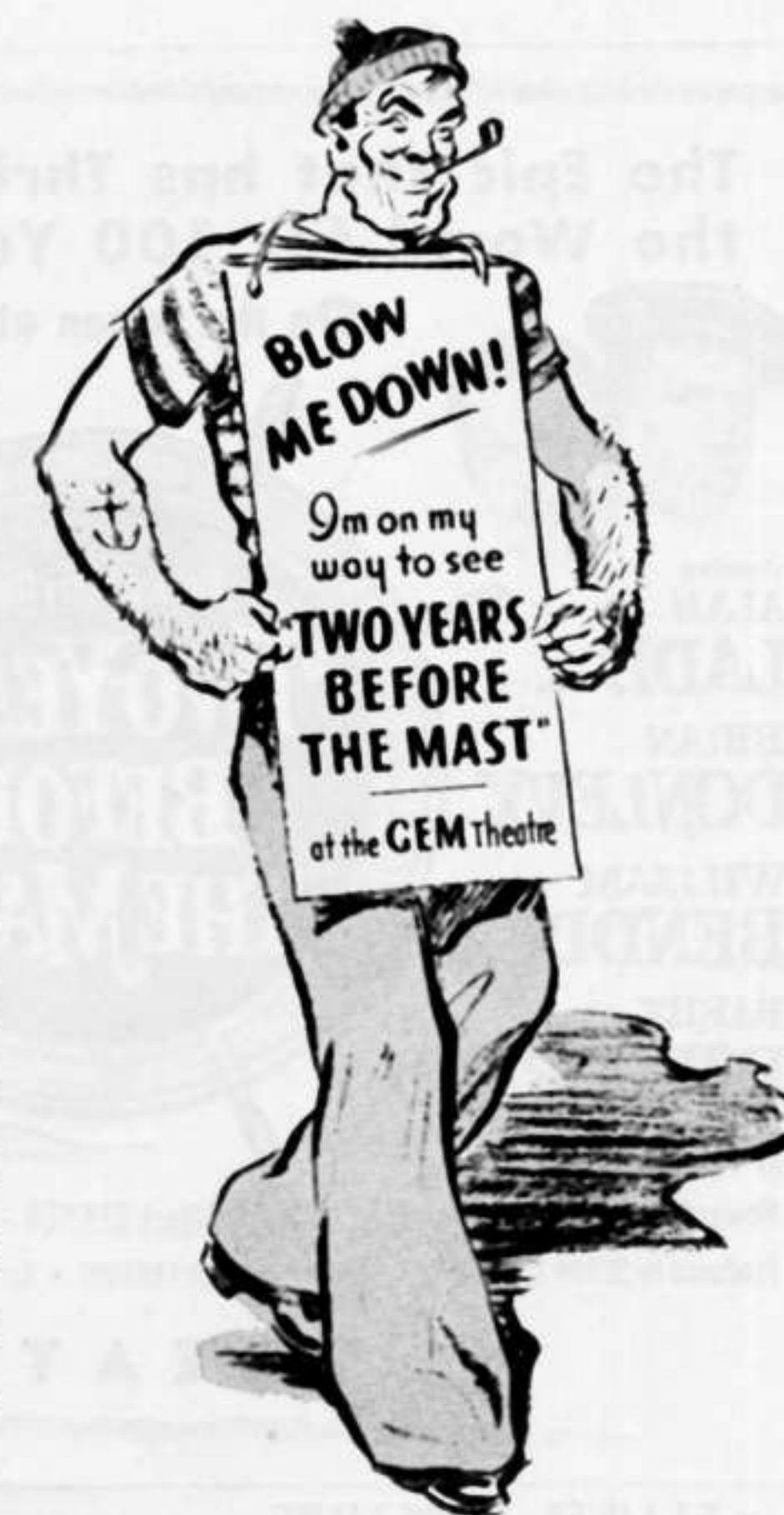


The nautical theme of this picture suggests a novel scheme for giving the theatre itself a real "shipshape" atmosphere. You can start it in the lobby with life preservers, bells, displays of sailors' knots, lanterns, etc. Most of these things can be borrowed from ship chandlers, hardware stores, boatyards, and in some cases junkyards.

To get the pre-opening crowds in the mood, it might be a good idea to dress the house staff in clothes such as sailors wear in the picture. The stills can give you an idea of what to use.

The gag can be carried even further by having the staff wear cardboard badges denoting their rank in nautical language. The manager can be the captain; the assistant manager the first mate; usher captain, the bosun; the cashier the purser; ticket taker the supercargo; and the ushers, able bodied seamen.

OLD SALT STREET BALLY



Another street bally could be worked with a man dressed in sailor's clothing and carrying a sign with copy as shown at right.