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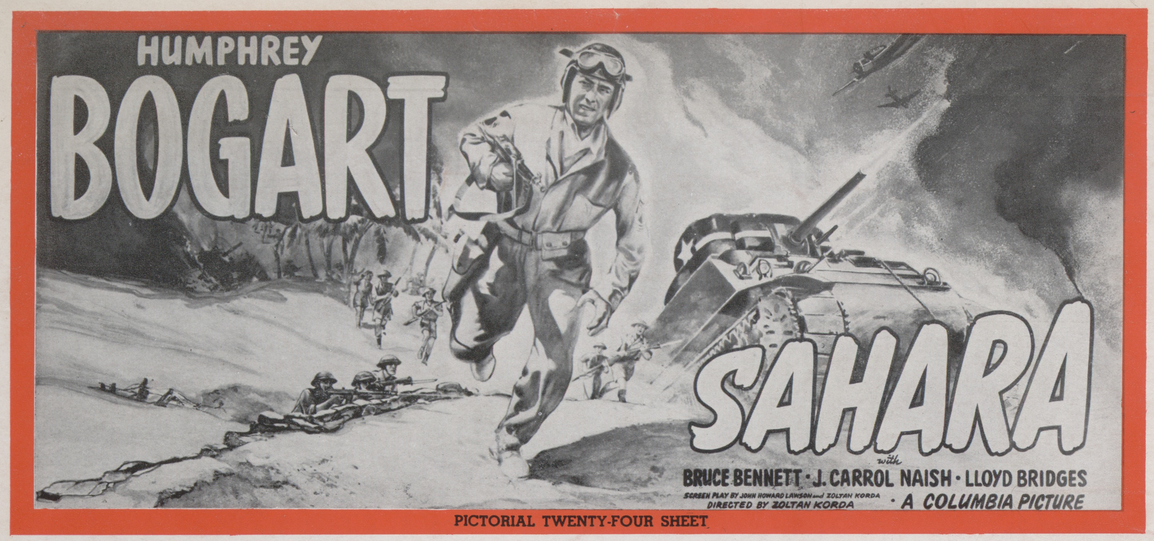
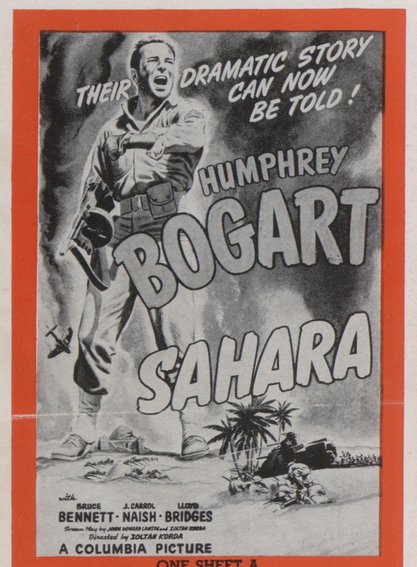


PICTORIAL TWENTY-FOUR SHEET



ONE SHEET A

ONE SHEET B

THREE SHEET

POSTERS

SIX SHEET

BOOK HIGHEST GRADE SHORTS WITH "SAHARA"

These Are Suggested:

ROOM AND BORED (1 Reel)
A Fox and Crow Technicolor Cartoon

CHAMP OF CHAMPIONS (1 Reel)
A Sport Reel Featuring Count Fleet

SING AMERICA SING (1 Reel)
Lucy Monroe Featuring the National Anthem

"Best Shorts of All Come from Columbia"

PRINTED IN U.S.A.

COLUMBIA'S TRIUMPHANT DRAMATIC SMASH

HUMPHREY BOGART

SAHARA

with
BRUCE BENNETT
J. CARROL NAISH
LLOYD BRIDGES

Screen Play by John Howard Lawson
and Zoltan Korda
Directed by ZOLTAN KORDA

Copyright Columbia Pictures Corp., 1943

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NOW IT CAN BE TOLD!...

The Mighty Story of Epic War in the Desert...And News of this Big Enter-tainment Event

HAS BEEN TOLD to the Nation in a Magazine Campaign as Vast and Powerful as "SAHARA" Itself!

2 pages in 2 colors
LIFE
SCREEN GUIDE
STARDOM
MOVIE SHOW

1 page in 2 colors
LOOK

2 pages in 2 colors
MODERN SCREEN
MOVIELAND
SCREEN ROMANCES

1 page in 2 colors
LIBERTY
PHOTOPLAY-
MOVIE MIRROR

2 pages in 2 colors
MOVIE LIFE
MOVIES
MOVIE STAR PARADE
MOVIE STORY
MOTION PICTURE
SCREENLAND
SILVER SCREEN

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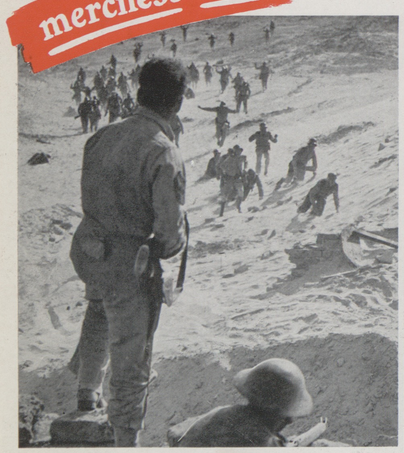
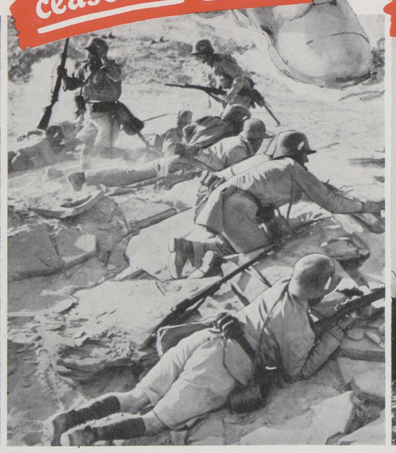
Humphrey BOGART

The great star of "Casablanca"... hotter than ever... better than ever... in a picture to make them stand up and cheer!

merciless sun!



ceaseless battle!



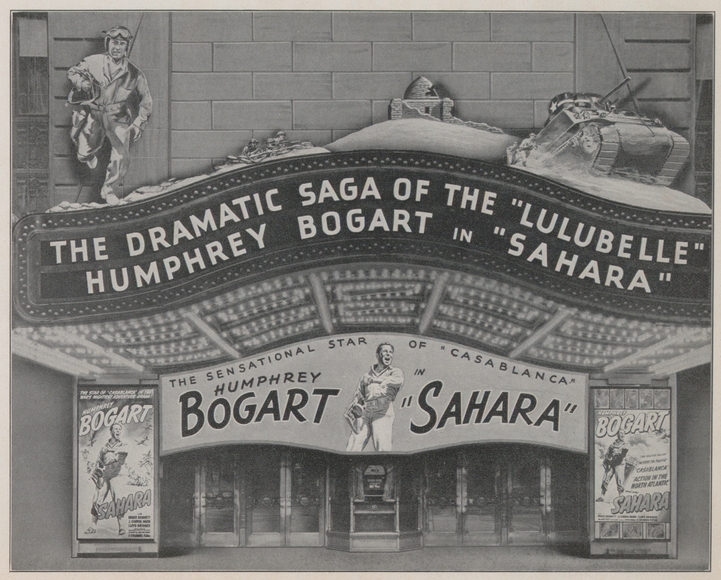
matchless thrills!

A MIGHTY EXPLOITATION CAMPAIGN TO SELL BOGART'S MIGHTIEST HIT!

★ ★ ★ ★

EYE-CATCHING THEATRE FRONT THAT SELLS

Don't miss the opportunity to take advantage of "Sahara's" action to build a striking display for the front of your theatre utilizing the excellent poster paper available on this great hit. Your front is one of your most prized show-windows for this tremendous attraction and deserves extra effort to cash in fully on the selling material at your command. As shown here, atop the marquee are cut-outs from the 24-sheet, with faking on the tank and art. The desert fortress, from stills in the Branch Set, is set back from the front of the marquee. The center piece over the entrance doors features the Bogart figure and original lettering from the 6-sheet. The poster left of the entrance is the stock 3-sheet. On the right is the sock 40x60, embellished with stills.



Desert Music

Arrange with music dealers of your town to play up songs of the desert in their windows during your advance and current campaigns. Borrow desert music records from some local music store, to play in your lobby and on your P. A. system during intermissions.

Fountain Display

Place a sign over the water fountain in your lobby, with copy reading: **"Drink freely of the desert's greatest treasure. See Humphrey Bogart in 'Sahara' starting Friday."**

Advance Trailer

The regular trailer on "Sahara" should get at least a two-week play in your theatre to smash across the fact that you are going to present Humphrey Bogart in his most sensational entertainment thriller. Run the trailer with all the showmanship at your command. Order directly from your nearest branch of

NATIONAL SCREEN SERVICE

ATLANTA, 167-73 Walton Street, N.W.; BOSTON, 32-38 Melrose St.; CHARLOTTE, 219-21 Mint St.; CHICAGO, 1307 So. Wabash Ave.; CLEVELAND, 2336 Payne Ave.; DALLAS, 2012-16 Jackson St.; DETROIT, 2949 Cass Ave.; LOS ANGELES, 2018 So. Vermont Ave.; MINNEAPOLIS, 74 Glenwood Ave.; NEW ORLEANS, 1431 Cleveland Ave.; NEW YORK, 630 Ninth Ave.; PHILADELPHIA, 1207-07 Vine Street; ST. LOUIS, 3318 Olive St.; SEATTLE, 2413 Second Ave.; WASHINGTON, D.C., 920 New Jersey Avenue, N.W.

DRAMATIC 40"x60"

Forceful, dynamic, with selling power that will get people in to see "Sahara," this full-color 40x60 has been designed to tell the world that Humphrey Bogart, great star of outstanding screen hits, now appears at your theatre in his greatest hit. Its cost is sufficiently low to permit use in store windows as well as in and about your theatre.

PRICE: $1.00 EACH AT YOUR COLUMBIA EXCHANGE

Tank Trimmings

Secure from the Army or a tank manufacturer a "break-down" tank for display in your lobby, to show the public what the inside of a tank is like. If you cannot get this, try to secure a display of tank parts, equipment and uniforms worn by tankmen.

Miniature Desert

Construct a miniature desert in your lobby to plug "Sahara." Get white sand such as children use in sand boxes from some local lumber yard. Place an oasis in one corner and erect a deserted fort such as is seen in many of the "Sahara" stills. Use toy tanks, soldiers and planes that can be secured at the 5-and-10 cent store to create a wartime desert effect. Place stills and billing panel in the background.

Cut-Outs For Stage

See the Accessories Page of this pressbook for large figures of Humphrey Bogart that can be cut out of the stock posters and mounted for display on either side of your stage in advance of playdate. Spotlight these forceful figures during the running of the trailer and also during intermission.

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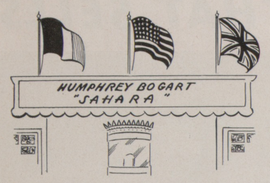
THEATRE DISPLAYS WITH SELLING POWER

★ ★ ★ ★

Allied Flag Display

Your local flag dealer or decorator can furnish you with flags of the United Nations suitable for hanging between your theatre



roof and marquee, and also for display within your lobby. Flags are effective and colorful and will aid considerably in calling attention to "Sahara."

Sand Letters

Have your artist form the letters of the title, "Sahara," out of sand as shown in the illustration here. Have this done on a dark-colored board laid on a big table in your lobby.

Play different-colored baby spots on the sand letters from overhead. A variation would be to have a complete display of sand with letters written in the sand in bold strokes.

Realistic Display

Arrange for a load of sand, preferably white beach sand, to be deposited in a corner of your lobby when you install your advance "Sahara" display. Atop this mound of sand, set up the figure of Humphrey Bogart cut out either from the 3-sheet or 1-sheet-A and mounted on beaverboard or plywood to give the effect of Bogart on the sands of the Sahara. Set a copy panel in the side of the sandmound with full picture billing and your playdate. Also mount and plant in the sand various action stills from the picture. Currently with your engagement move the entire display out to the street in front of your theatre.

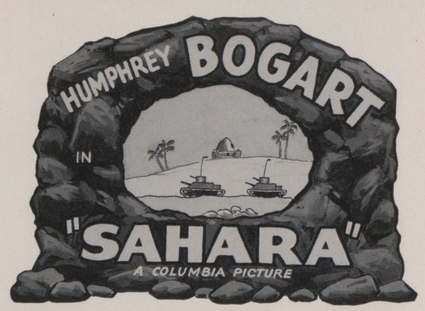
Lobby Cut-Outs

Alert showmen will be quick to take advantage of the excellent possibilities the "Sahara" posters offer for unusual displays in and about the theatre. All the posters carry figures of Humphrey Bogart that can easily be adapted for planting in the lobby and every nook and corner of the theatre auditorium. Cut out the figures, mount them on some substantial backing, then use a clear varnish over the entire figure to prevent soiling at the hands of patrons. Add a copy panel that reads: **"The Star of 'Casablanca,' HUMPHREY BOGART, in 'SAHARA,' Starts Here FRIDAY."** Use the cut-outs for store windows currently with your engagement.

THE MIGHTY BOGART

You'll miss a sure bet if you don't play up the fact that the star of "Casablanca" is starred in "Sahara." Humphrey Bogart is now at the peak of his success, so devote at least one entire display to getting him across to your patrons. Illustrated here is an easy-to-build setpiece that will help you cash in on Bogart's popularity. The head is from **Still No. H.B. Special 1.** Blow it up to any size best suited to your space requirements. You can add to the effectiveness of the display by having the circle behind the head set back from the front far enough to allow for lights behind the head. The circle shown should be covered in two-tone tinsel and revolve powered by a small electric motor, possibly "borrowed" from an electric fan.

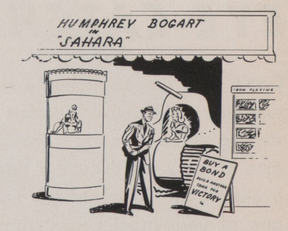
TANKS-IN-ACTION DISPLAY



Here's a display that sells all the smashing elements in "Sahara" — Bogart, the title and the action. The display is a shadow box stage with toy tanks mounted over toy electric locomotives running on an oval track which returns behind the background. The small hill effect just in front of the tracks is designed to conceal the tracks and locomotive undercarriages from view. Give the entire display a realistic appearance by using white beach sand and rocks to set in front of the entire display. There's plenty of room on either side of the "stage" for action-filled stills from the picture.

Tank Bond Booth

Construct a tank of compoboard and wood for use in your lobby both in advance and current as a War Bond sales booth. Seat the



bond salesman inside the tank and sell stamps and bonds through the front opening hatch as shown on the illustration here. Use stills and a billing panel on "Sahara."

Costume Ushers

With the aid of a local costumer dress your theatre staff—ushers, cashiers, etc.—in outfits similar to the one shown here. Get your sign painter to letter "Sahara" on wide ribbon to go across the chests of all your employees.

Tank Display

A sock photographic display that ties "Sahara" up with the public's curiosity as to what the various tanks of the United States

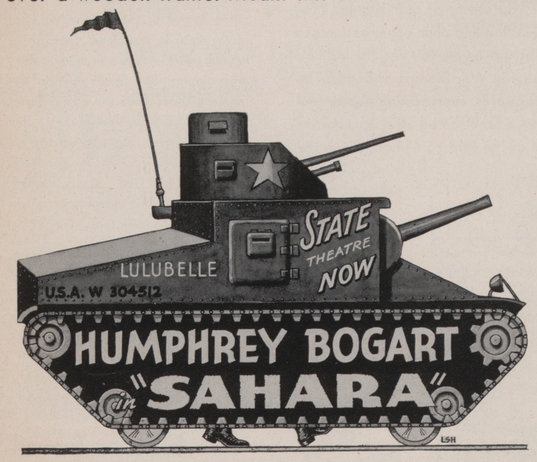
look like is shown here in the form of a 40x60. Prepare the display for advance use in your lobby, obtaining the set of tank photos necessary from any of the 5 and 10 cent stores or from **Plane Facts Company, 41 West 25th Street, New York City, price 10 cents.** Each photo carries the name and a brief description of the tank illustrated. The scene from the picture shown in the copy panel here, is **Still No. 398.**

BALLYHOO . . . NOVELTIES . . . PROMOTION

★ ★ ★ ★

BUILD TANK FLOAT

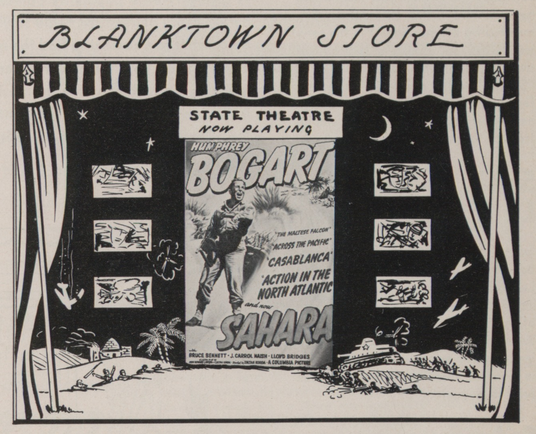
You can arrange a sock street bally float with a miniature tank built of compoboard or sign muslin stretched over a wooden frame. Mount this on wheels at the four



corners and have it pushed about the street by a boy who walks inside guiding it. Letter the name **"Lulubelle"** on the side. Mount the gun turret on a swivel so that it can be moved for attention-attracting action. Attach billing and playdate panel.

INSTALL DESERT WINDOW

Install a desert scene in an empty store window in some prominent location. Place toy tanks, toy soldiers, wrecked toy planes, etc. in the foreground on a groundwork of



sand. Use a photographic enlargement of a desert scene from "Sahara" in the background or have your house artist paint a desert background with an oasis and a partly destroyed fort in the distance. Use electric fans to create a sandstorm across the window. On one side use an easel sign with billing and playdate panel, and feature plenty of "Sahara" stills.

Unusual "Sahara" Sand Novelty

Get wide distribution with this novelty that brings the sand of the Sahara Desert to your town. Arrange for boys to hand them out in the streets, for storekeepers to insert them in packages, and for house-to-house distribution. Card measures 3x7 inches with a sock selling message on the back (front of card shown here). Sand to be inserted in envelopes and stapled to front of card (as illustrated) by exhibitor.

PRICES

(including theatre imprint, sand and glassine envelopes):

1M-4M .....$8.00 per M
5M or more..... 7.50 per M

ORDER DIRECT FROM:

ECONOMY NOVELTY AND PRINTING COMPANY
225 West 39th Street
New York City

Tank Soldier Ballyhoo

Arrange for a young man to walk the principal streets of your community dressed in a tank soldier's outfit. A pair of khaki coveralls, a crash-helmet and a pair of heavy goggles will do the trick to attract sufficient attention to the sign on his back, which should read: **"Now It Can Be Told! The strange story of war in the desert! HUMPHREY BOGART in 'SAHARA'—Now at the State Theatre!"**

Print Sahara Directional Arrows

Print a quantity of large arrows on which is lettered the one word **"Sahara."** Tack the arrows on poles, fences and put them every place you can, with each one pointing to your theatre.

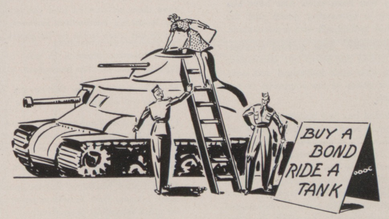
Tank Plant Tie-Up

Throughout the United States, thousands of subcontractors are engaged in making parts used in our fighting tanks. Check with the local Chamber of Commerce to find if there is a plant making some tank part in your vicinity. If you locate such a plant, contact the public relations and personnel managers to arrange a tie-up with "Sahara." Arrange for posters on plant bulletin boards, announcements on the plant public address system and all other forms of employee-reaching publicity that can be secured.

Foreign Papers

The foreign language newspapers, periodicals and radio programs that cover your community should be contacted by you immediately for publicity cooperation on "Sahara," the story of the Allied victory in North Africa that opened the way to the invasion of Europe. Use the angle that "Sahara" presents the "now it can be told" slant on the greatest desert victory in history.

GIVE FREE TANK RIDES



Have the Treasury Department War Savings Staff representative in your vicinity secure a tank, half-track tank buster or a jeep for his use in promotion of War Bond sales for a day or a week. Starting from the front of your theatre, give free rides to purchasers of War Bonds. Place a bond booth covered with "Sahara" stills and billing on sidewalk together with an "A"-board offering rides in the tank. Letter "Lulubelle" on the tank to tie up with "Sahara." Have some local newspaper photograph the first rider and arrange for one of the citizens who takes a ride to be interviewed on a radio program.

Plant Employees

You will undoubtedly be able to locate some manufacturing plants engaged as sub-contractors in the construction of tanks in your vicinity. Contact the personnel heads of these companies and arrange to have the firms buy blocks of tickets for their employees. "Sahara" will help their morale efforts in that it will show the workers how the tanks they build win victories in actual battle.

Foreign Groups

All foreign groups within your community, particularly Italian-Americans and the French, should be told by means of a direct-mail campaign that an anti-fascist Italian soldier and a Free French fighting man play important roles in the "now it can be told" story of the Allied victory in North Africa as revealed in "Sahara." You'll find that these groups will be anxious to tie up with you in many ways that will help sell extra tickets.

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YOU CAN CAPITALIZE ON THE TANK ANGLE

★ ★ ★ ★

Find Girl

Search through the columns of a local newspaper for a girl in your town whose name is now borne by a tank commanded by her sweetheart in the service. Offer to entertain the girl at dinner and at the opening night of "Sahara" as the guest of "Lulubelle," famous tank star of the film. Arrange newspaper and radio interviews and introduce the young lady from the stage.

Seek Local Lulubelle

Enlist the cooperation of local newspapers to help you invite all girls named Lulubelle to be your guests at the opening of "Sahara." "Lulubelle" is the name of the tank commanded by Humphrey Bogart in the picture. Extend the same invitation by means of a 40x60 poster in front of your theatre for the week prior to playdate.

Sahara Experiences

If you cannot find a veteran of the recent North African campaign on furlough in your city, look for a civilian who has been in the Sahara. Arrange a newspaper interview and radio program with this person telling his desert experiences. A newspaper picture combining a snapshot of the Sahara visitor on camelback together with a still of Humphrey Bogart and his tank would make an interesting feature for any newspaper.

Rubber Scrap Drive

Scrap rubber is urgently needed for use in the treads of tanks as well as for countless other war uses. Get together with your local salvage committee for a scrap rubber drive to revolve around your theatre. Furnish posters — and prizes in the form of tickets to see "Sahara." Copper and brass scrap may also be tied into the drive.

Auto Dealers

With almost all automobile manufacturing plants now turning out tanks or tank parts it should not be difficult at this time to sell local automobile dealers the idea of turning over their usually spacious, well-located windows to displays that tie in the particular make of car and "Lulubelle," the tank seen in "Sahara." Build an elaborate display around this suggested copy slant: **"Sorry! Your New Chrysler Has Gone To War. To Help Speed Victory Chrysler Is Now Building Tanks Like 'Lulubelle,' Seen With Humphrey Bogart in 'Sahara,' Now at the (State) Theatre. When Our 'Lulubelle's' Have Done Their Job We'll Be Glad to Help You With a New Chrysler."** Use a number of mounted stills from the picture, particularly stills showing Bogart and the tank. The dealer, too, can probably get photographs of the war material being made by the car manufacturer further to enhance the display.

SELL BONDS WITH POPULARITY CONTEST TO NAME TANK

A gala city-wide popularity contest can get you plenty of publicity for "Sahara." Every newspaper, radio station, business firm and civic organization can be enlisted in a contest to find the most popular girl in your town by the method of giving one vote for each ten cent investment in War Stamps or Bonds. The girl who is selected by the greatest number of votes, representing the largest purchases of War Stamps and Bonds, will have a tank named after her. Award the winner a certificate on which is a picture of the tank so named, place the

girl's photograph inside the tank with her name, address, details of how the tank was named, and a request to the crew assigned to the tank that they keep the young lady informed about the adventures of her namesake.

The tank featured in "Sahara" is named "Lulubelle." Therefore in all publicity be sure that you get film credit, explaining that the contest was inspired by "Lulubelle," tank star of "Sahara."

The best way to work any civic stunt of this type is to promote it from behind the scenes. Let the most active local civic organization in your town front for the promotion and take all the credit for its success. The theatre manager should advise the committee as to how to do the proper job of publicizing and keep them constantly enthused.

HOW TO WORK THE STUNT

1.—Treasury Department War Saving Staff representative: Secure his cooperation and have him arrange with proper officials for the naming of the tank as a means of increasing War Bond sales. Also have him aid you in securing a sponsoring group and the assistance of all other individuals and organizations.

2.—Sponsoring organization: After making arrangements for backing, divide the group into committees for action and keep after each individual and committee assigned to a phase of the campaign to see that all do their part.

3.—Theatre: Place ballot box and bulletin board built in the shape of a tank, on which contest scores are to be kept, in the lobby. Print nomination blanks and voting blanks and have sponsor distribute to every place in town that sells War Bonds and Stamps. Print window cards and distribute to all Stamp and Bond booths. Mimeograph bulletins with complete data that the sponsor can use as the basis for newspaper publicity, radio announcements, speeches at clubs, schools, etc.

4.—City Officials: Get proclamation from mayor, and permission to hang banners across streets and place cards on light poles.

5.—Newspapers: Publicity on contest in advance, daily list of names of girls nominated, followed by daily standings of candidates.

6.—Radio: Announcements using the same material released to newspapers.

7.—Group Backing: Arrange with business firms, civic associations, etc. to each sponsor some girl within their organizations. Have them stage a promotion within their own organization to make their favorite the winner.

8.—War Plants: Post details on bulletin boards and have them announced over the plant's P. A. system. Try to stir up competition between plants, each trying to get more votes for its choice than opponents.

9.—Merchants: Mention in ads, cards in windows, slips in mail to their customers, etc.

10.—Candidates: See that every entrant and her backers get out and campaign for votes.

11.—Luncheon Meetings: Have speakers urge members to buy Bonds and vote for their favorites. Have complete data on bulletin at each plate.

12.—Cafes, Hotels: Secure mention on all menus.

13.—Outdoor Mediums: Secure space on twenty-four sheet boards, dash boards of street cars, busses, etc., for cards plugging promotion.

14.—Tank: Arrange to have a tank sent into your town and place it on display at the most prominent corner with signs giving full details and Bond salesmen on duty.

15.—Heralds: Place heralds in store packages, laundry bundles and in monthly statement mailings by public utility companies and stores.

16.—Have the winner acclaimed on the stage opening night of "Sahara." Start the tank on its way from the front of the theatre on opening night by having your house artist letter the winner's name on the side in presence of the winner, city officials, dignitaries, etc.

Hero of The Week

Present a trophy in the name of Humphrey Bogart to the outstanding hero of the week in your town. Somewhere in your community is a fireman, policeman, doctor, Boy Scout, civilian defense worker or a citizen who has shown high courage in an emergency. Work with a local civic organization to find and honor the local hero on your stage on opening night of "Sahara," which tells of the heroic adventures of an army sergeant and his tank.

Get full support of local newspapers, radio commentators, civic organizations and business men in your search for and build-up of your local hero. See that "Sahara" is plugged in all publicity.

Honor Local Tank Crews

Through a sign in your lobby and stories in the newspapers get the names and photos of former local residents now serving with the Army as members of tank crews. Mount the photos with identifying captions under them on a prominent wall in your lobby or on an easel board for display in advance of "Sahara" playdate as well as current with the engagement. You might invite the parents of these tankmen to be your guests on opening day.

Tank Models

Contact the local Chrysler Auto dealer to try to borrow from him actual models of the Army tanks now being manufactured by the Chrysler Company. If these models aren't available, perhaps he can furnish you with photographs of the various models manufactured by the company. You can make up extremely effective displays using this material. Mount several production stills around the display and add signs with necessary explanatory copy.

Toy Tanks

Many five-and-ten cent chain stores sell model cardboard tanks for kids. These tanks are sold flat, for the youngsters to fold and piece together for the finished tank. Tie in all local stores selling these popular tank models by working out various window and counter displays. Supply cooperating merchants with a selection of stills and credit cards announcing "Sahara" and your playdate.

SURE-FIRE FOUR-DAY NEWSPAPER CONTEST

★ ★ ★ ★

Give your newspaper readers a chance to show their knowledge of world history—with this sock 4-day newspaper contest which ties right in with the title of your picture. The idea is simple enough—all they've got to do is identify the person or persons described in the copy directly underneath each day's drawing. Then have them write a 200-word essay on one of the famous names. Award guest tickets to the first 25 persons who send in the correct names and best essays. For your own information, the correct names are published on this page.

1st DAY

"Great Events in the Sahara" Contest Offers Free Tickets

This famous warrior, whose basic tactics are followed even today, was born in Carthage in 249 or 247 B.C. He was recalled to Carthage from Italy, which he had invaded, to face Scipio, the Roman general bent on conquering Africa. The two were soon engaged in the battle of Zama in the desert. But the Carthaginian soldiers were no match for the well-trained Roman legions and sustained a crushing defeat. Who was this great desert soldier and strategist?

Let's see how well you know your history—particularly the history of the romantic, mysterious, almost legendary Sahara Desert, birthplace of civilization. Great events have taken place in the Sahara, events that have left their mark forever on the pages of history. Starting today, and for the next three days the (.....) newspaper and the (.....) Theatre will feature an artist's conception of some famous event that took place in the desert, with explanatory copy underneath. All you must do is identify the person or persons connected with that happening. When you have all four drawings and their answers, send them to the "Sahara" Editor, care of this newspaper, together with a 200-word essay on one of the persons. To the first 25 correct answers and best essays will go a pair of guest tickets to Columbia's mighty story, "Sahara," starring filmdom's No. 1 he-man, Humphrey Bogart, which starts Friday at the (.....) Theatre. Watch tomorrow's paper for the second contest illustration.

2nd DAY

She was the best known of the Queens of Egypt. He was a great Roman. He fought a war over her, just as Julius Caesar had before him. The two lived an idyllic life in Alexandria in the desert, until she followed the suggestions of her new lover, Octavian, to assassinate the old. But Octavian betrayed her and she committed suicide. Who were these two, this desert Queen and her Roman consort, whose love for each other has been the basis for endless stories and legends?

3rd DAY

In 1798, this general, one of the world's greatest, led an armada against Alexandria in Egypt. His plan was to divide the British from their possessions in the east. He captured Malta, stormed Alexandria and entered Cairo in triumph. But his victory was shortlived. In 1801, the British decisively defeated him in Africa and the debris of his army was granted free passage back to their motherland. Who was this man who led a great army into the Sahara?

ALL FOUR PHOTOS
(AS ILLUSTRATED)
COME TO YOU ON
4-COL. MAT SAH-56D
PRICE: 60 CENTS

Here Are the Contest Answers

1. Hannibal
2. Antony and Cleopatra
3. Napoleon
4. General Sir Bernard ("Monty") Montgomery

4th DAY

Not so long ago it seemed that this great general would be pushed right off the continent of Africa. Back, back, into the desert he retreated until he reached El Alamein. There he stopped, counter-attacked and, with the aid of an American Army, broke the back of the Nazis' vaunted Afrika Korps. From El Alamein he had marched back 1500 miles. Who is this famous and beloved general, conqueror of the desert, who is better known to his people by a simple nickname?

COLORING CONTEST

Conduct a coloring contest for children, with guest tickets or War Stamps as prizes. Use the drawing shown here in newspapers, on a kids' herald giveaway, or in cooperation with drawing teachers in local elementary schools as the basis for a school contest.

Order 3-Col. Mat No. SAH-57C, price 45 cents.

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

NEWSPAPER STUNTS TO HELP SELL "SAHARA"

★ ★ ★ ★

Play Up BOGART

"Sahara," coming on top of Humphrey Bogart's long line of recent successes, gives you the excellent opportunity of cashing in on the tremendous drawing power of this most popular star. Don't fail to play him up heavily, with photos as well as by name, emphasizing that he was the star of "Casablanca" and "Action in the North Atlantic."

Tanks to Critics

Have your artist letter the name "Lulubelle" on the sides of toy tanks, which you can send to the motion picture critics of local newspapers.

Pushmobile Tanks

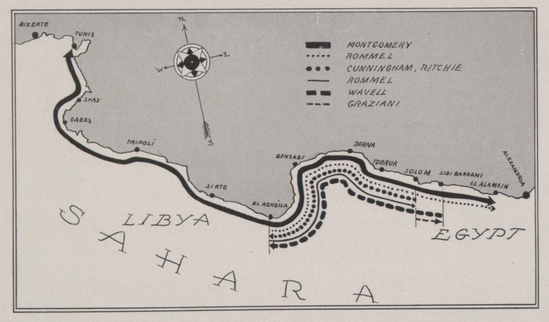
Rouse city-wide interest in "Sahara" through a tank pushmobile construction contest and race, held in cooperation with a local newspaper. To keep the star of the picture prominent in the publicity, offer a trophy in the name of Humphrey Bogart, in addition to any other prizes promoted from local merchants. Start the publicity with a sketch on how to build a tank pushmobile, together with general announcement of all details. Limit the contest entrants to boys under sixteen. Stage the race on any steep hill in your town the Saturday before "Sahara" opens.

Tank Model Contest

With the cooperation of schools, boys' clubs and other groups arrange to have the lads build model tanks for entry in a contest sponsored by you and some local newspaper. Libraries and newspaper files have plenty of tank pictures for instruction sheets. If you start the contest far enough in advance you can display the winning tanks in your lobby before playdate, and then get them planted throughout town.

DESERT BATTLEFRONT

The map illustrated here shows all the major actions in the two-year struggle between the Allies and the Axis for mastery of the Sahara, the great North African desert, which was finally lost by our enemy thus providing a springboard for the Allied invasion of Europe. This map is excellent for newspaper planting, for use in school material and bulletin boards, and for lobby enlargements. Use it, too, as the background for the many lobby and window displays suggested on the exploitation pages. **Order Exp. Still No. 1, Price 10 cents.**



CLASSIFIED PROMOTION

The classified page manager of a local newspaper will be interested in this ad that plugs the Lost-and-Found columns of the want ad section of the newspaper and "Sahara" at the same time. **Order 3-column Mat No. SAH-46C, price 45 cents or 2-column Mat No. SAH-45B, price 30 cents from your nearest Columbia Exchange. Still used is No. 328.**

"Now It Can Be Told!"

Play up the angle that "Sahara" reveals for the first time the strange story behind the United Nations' victory in the Sahara Desert—the North African campaign that opened the gates for the invasion of Europe, the surrender of Italy and the startling events that followed. Use the copy angle: **"Now It Can Be Told!"** or similar lines adapted from the ad copy.

Desert Quiz

The following questions concerning desert facts can be used as the basis of a newspaper contest or in school classrooms to promote "Sahara":

1. **—What do dunes on a desert resemble?**
2. **—Is desert land productive when irrigated with water?**
3. **—What is an oasis?**
4. **—Are all deserts hot?**
5. **—How many square miles of desert are there in the United States?**
6. **—How many people live on the Sahara Desert?**
7. **—Are there any places where rivers run through deserts?**
8. **—What animals are used for journeys in the desert?**

The answers to these questions are: (1) waves of the sea; (2) yes, extremely so; (3) a natural spring; (4) no, some are extremely cold; (5) 550,000; (6) 2,500,000; (7) yes, the Nile through the Sahara and the Colorado and Rio Grande through the Great American desert; (8) camels.

Desert Contest

A local daily newspaper, school or college newspaper or radio program should be interested in a contest asking entrants to locate the following deserts: **(1) Sahara, (2) Death Valley, (3) Gobi, (4) Kalahari, (5) Nubian, (6) Atacama, (7) Shamo.**

If the contest is conducted in a publication, illustrate the publicity with desert scenes from "Sahara." The answers to the above are: **(1) North Africa, (2) United States, (3) China, (4) South Africa, (5) North Africa, (6) South America, (7) China.**

PLANT THIS FIVE-COLUMN PREVIEW STRIP TODAY!

Columbia's preview strips are used widely by many newspapers which lack the art facilities of big metropolitan publications. Contact a local newspaper editor today and arrange to have him run this reader-attracting layout several days before your opening. For papers which prefer to make their own cuts, the stills used are **Nos. 323, 231 and 465. Order the five-column preview mat, No. SAH-1E, price 75 cents, from your Columbia Exchange. Stills are 10 cents each.**

BOGART STARS IN "SAHARA"—UNUSUAL WAR THRILLER

IT ALL STARTS WHEN Tobruk falls to the Nazis. American Sergeant Gunn (Humphrey Bogart) determines that the "Lulubelle," 28-ton General Grant tank, will not be captured by the Germans, and he and his two remaining men escape through the German lines.

In the desert the Americans meet Allied stragglers — three Tommies, a South African, an Australian and a Fighting Frenchman. They also pick up a Sudanese corporal and his Italian prisoner.

The tank is attacked by a Messerschmitt, but the pilot is downed and taken prisoner. The "Lulubelle" reaches an old fort which encloses a well. Gunn learns that Nazis are thirstily headed that way.

The fort is attacked by 500 Nazis. They are beaten off. The Nazi major tries to bargain for water. Gunn refuses. In desperation the Nazis drop their arms and rush for the well. Gunn is waiting.

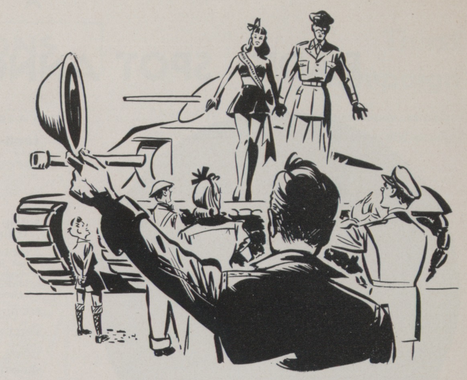
HIGHLIGHTS

ARMY ANGLE PROMOTIONS TO BOOST BUSINESS

★ ★ ★ ★

ARMY, WAR WORKERS CHOOSE "MISS ARMORED FORCE"

Work with the public relations officer of the Army camp near your city, or with workers at a local war plant, and make arrangements for the selection of some local girl to be designated for the title of "Miss Armored Force." Supply a sufficient number of posters to cover every possible location in the camp or plant announcing that the winning young lady will be presented on the stage of your theatre opening night. Photographs of the girl should be sent to the newspapers together with publicity including mention of the fact that her title was inspired by "Sahara" which concerns itself with members of the armored force.



Sergeant Popularity Contest

If you are near an Army camp secure the cooperation of a local newspaper or the camp newspaper, as well as the town's merchants, to pick the camp's most popular sergeant. Have the merchants offer prizes. Print ballots, photographs of candidates, daily standings of contestants, etc. in the newspaper. Arrange a complete window in cooperating stores, displaying the prize each offers together with stills and signs explaining the contest and plugging the performance of Humphrey Bogart, Tank Corps sergeant in "Sahara." Arrange to distribute ballots throughout the Army camp. Present the prizes to the winner on opening night.

Invite Tankmen

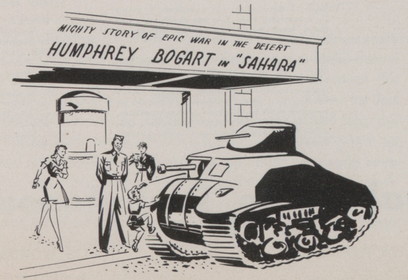
If you're not located near an Army armored force camp, plant several stories in your local papers inviting members of tank crews at home on furlough to see "Sahara" as your guests. The publicity stories should get across the thrilling slant of the picture.

War Stories

Offer guest tickets for the most interesting stories of the war, told in a limited number of words by readers of a cooperating newspaper. Announce that the tickets will be good to see "Sahara," the most interesting and unusual drama of the war ever filmed.

ARMY COOPERATION

Because "Sahara" glorifies the armored forces of our Army it should not be difficult to get the commanding



officer or public relations officer of the nearest Army camp to arrange for a tank to be on view in front of your theatre for at least the first day of your engagement. If you can't get a tank, get a half-track or a jeep to park in front of your door.

WAC ENLISTMENT

Cash in on the big current WAC recruiting drive for outstanding results with a "Sahara" cooperative campaign. Stills and tie-in copy on this picture fit right in with the enlistment drive theme. Arrange a complete cooperative campaign including displays at all recruiting booths, signs on Army "A"-boards all around town, and window displays in stores. Use this or similar copy: **"Join the WAC and free a man for active duty like that you will see in 'Sahara' at the (State) Theatre."** Use plenty of stills and, wherever possible, plant window cards or locally made signs with full billing.

American Legion

All posts of the American Legion and local units of other similar groups such as the Veterans of Foreign Wars, should be approached immediately for publicity cooperation in their publications and headquarters. Arrange to send to all members a letter similar to the following:

Dear Legionnaire:

Occasionally Hollywood produces a motion picture of particular interest to you as a veteran of the last war and an ardent supporter of our country's present fight for democracy. Just such a screen event is "Sahara," thrillingly produced by Columbia Pictures to pay tribute in great entertainment style to the brave Allies who won the battle for North Africa.

"Sahara" is not the ordinary "war" picture. It tells in action-filled moments the story behind the tank drives that drove our enemies to their destruction. It tells in vivid, dramatic fashion the truth of that great struggle.

Heading the superb cast that brings this outstanding motion picture hit to the screen is Humphrey Bogart, the star of such memorable films as "Casablanca," "Action in the North Atlantic" and other unforgettable pictures.

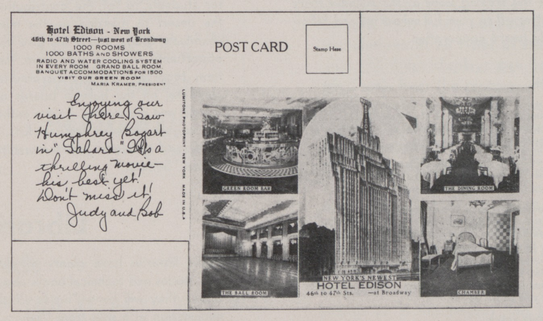
I know that you will want to see Humphrey Bogart in "Sahara" when it comes to the screen of the State Theatre this Friday for a limited engagement. I feel certain that your family and friends will enoy it as thoroughly as you.

Very truly yours,
JOHN JONES
Manager

North African Veterans

Screen "Sahara" for any veterans of the North African campaign who are visiting their homes in your community on furlough. Arrange a radio broadcast and newspaper interview for the vets to tell about their own experiences and give their reaction to the picture.

Free POST CARDS FOR DIRECT MAIL CAMPAIGN



Get your message into the home with these post cards sent to local citizens by "friends" from New York. It's a direct mail campaign with a wallop that will tell an effective story at the box office! The cards are **ABSOLUTELY FREE** and are offered to you through the courtesy of the Edison Hotel in New York City. As illustrated here, the post cards carry a message written in longhand urging the addressee to be sure to see "Sahara." Get out your lists — or use the telephone or city directory— and get these cards working for you!

Order as many post cards as you can use effectively. There is no limit to the quantity as long as the cards are available. When you receive the cards have them addressed in longhand, using a black ink, then stamp them. After the cards have been properly addressed (with the name of your city included) and postage has been affixed, have all the cards wrapped into a single package and return them for New York City mailing and postmark to:

EXPLOITATION DEPARTMENT, COLUMBIA PICTURES CORP., 729 Seventh Avenue, New York 19, N. Y.

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

GENERAL PROMOTION — RADIO AND SCHOOL

★ ★ ★ ★

RADIO SPOT ANNOUNCEMENT TRANSCRIPTION

PRICE: $2.00 per Transcription

ORDER FROM YOUR LOCAL COLUMBIA EXCHANGE

Twenty-one sock recorded spot announcements are available on one double-sided sixteen-inch record for use on your local radio stations. The transcription contains sixteen forceful 50-second announcements and five 25-second announcements.

(Sample Announcement)

SOUND: BATTLE SOUNDS HEAVY . . . UNDER.

ANNOUNCER: Here is courage that could not be quenched . . . not the burning sands of the Sahara Desert . . . or the burning bullets of the Nazis . . . here is courage . . .

SOUND: BATTLE . . .

VOICE: We're runnin' low on ammunition . . . if we run out what are we gonna fight with?

SECOND VOICE: Bayonets, gun butts, fists . . . I dunno doc. I have to admit it sounds impossible but we got to do it. It looks like somebody will have to work a miracle.

VOICE: Seems to me that four of us holding off several hundred of them is nothing short of a miracle. Do you know why we're able to do that . . . we're stronger than they are!

SECOND VOICE: Whatya mean stronger?

VOICE: I don't mean in numbers, I mean in something else. You see those men out there have never known the dignity of freedom . . .

ANNOUNCER: SAHARA — Columbia pictures presents one of the greatest adventure films of the year starring the unforgettable Humphrey Bogart. Never has he been more dynamic . . . harder or tougher than in this role of stark realism. See Humphrey Bogart in Columbia's epic adventure story Sahara now at the (State) Theatre.

(Sample Announcement)

SOUND: HEAVY WINDSTORM . . . BLAST OF MACHINE GUN FIRE . . . WHINE OF ARTILLERY SHELL . . . EXPLOSION (UNDER CONSTANTLY).

VOICE (English): Why are we staying in this blasted desert hole? Nine of us with peashooters against a whole Nazi Battalion—doesn't make sense!

SECOND VOICE: Why? Why did your people go about their business in London when the Germans were throwing everything in the book at them? Why did your little boats take the men off the beach at Dunkirk? Why did the Russians make a stand at Moscow? Why did the Chinese move whole cities inland when the Japs attacked them? Why Bataan? Why Corregidor? Why . . . (fade).

SOUND: WIND . . . GUNS UP SHARP AND FADE FOR:

ANNOUNCER: SAHARA! . . . Starring Humphrey Bogart of never to be forgotten Casablanca . . . is the greatest adventure story ever filmed by Columbia Pictures. Bogart plays a role touched with stark realism and packed with dynamite. You'll thrill as never before to this tough, hard hero. The Bogart you've learned to admire . . . see SAHARA at the (State) Theatre starting (Friday)!

(Sample Announcement)

SOUND: HEAVY GUN FIRING . . . WINDSTORM IN AND UNDER.

ANNOUNCER: Underneath their feet . . . the burning sand of the Sahara desert . . . before them . . . freedom . . . behind them . . . Nazis.

SOUND: GUNS UP AND FADE . . .

VOICE: If you'll excuse me sir . . . nine of us with peashooters doesn't make any sense at all . . . why are we staying?

SECOND VOICE: Why? Why did your people go on about their business in London when the Germans were throwing everything in the book at them? Why Bataan? . . . Why Corregidor? Maybe they were all nuts but there's one thing they did do. They delayed the enemy and kept delaying them until they could get strong enough to hit him harder than he was hitting us, I ain't no general but it seems to me that's one way to win.

SOUND: GUNS UP AND FADE . . .

ANNOUNCER: In Sahara, Columbia Pictures presents one of the greatest adventure stories ever filmed. Sahara—starring Humphrey Bogart. In Sahara, Bogart tops his unforgettable performance in Casablanca. Here is a tougher, harder Bogart, facing greater odds. A Bogart with courage that knows no fear. See Humphrey Bogart in Columbia's epic adventure story . . . SAHARA, starting (Friday) at the (State) Theatre!

Additional Radio Spot Announcements

(100 WORDS)

ANNOUNCER: Their dramatic story can now be told! You think you know what terror is? Wait until you see Humphrey Bogart, star of "Casablanca," in "Sahara," Columbia Pictures' mighty new epic of war in the desert. You think you've seen the peak of courage? Wait until you see Humphrey Bogart in the greatest picture of his career, "Sahara." Do you think you know what true love is? Then wait until you see "Sahara," the drama of the tank Lulubelle and the men who loved her as if she were a woman! Humphrey Bogart stars in "Sahara" at the (State) Theatre starting (Friday).

(75 WORDS)

ANNOUNCER: It's here at last! The first great screen story of the war in the sun-scorched desert! Columbia Pictures presents "Sahara," starring Humphrey Bogart in a role that tops even his own sensational performances of the past. "Sahara" is the drama of the tank Lulubelle, the heart-stirring love she inspired in men who adored her, and the war-scorched adventures and matchless thrills she led them into. You'll cheer Humphrey Bogart in "Sahara," at the (State) Theatre (Friday).

(50 WORDS)

ANNOUNCER: The epic drama of war in the desert in all its fury! Columbia Pictures presents Humphrey Bogart, sensational star of "Casablanca," in "Sahara." See the drama of the tank Lulubelle and the men who loved her as if she were a woman. Humphrey Bogart stars in "Sahara" at the (State) Theatre starting (Friday).

(75 WORDS)

ANNOUNCER: Prepare for a great and revealing entertainment experience when Humphrey Bogart brings you the war's mightiest adventure drama in his new Columbia picture, "Sahara." It's the full dramatic story behind the headlines of the great North African campaign. You'll experience the merciless sun . . . the endless sands . . . the ceaseless battle and the matchless thrills that these heroic soldiers of the desert lived through. Humphrey Bogart, star of "Casablanca," stars in "Sahara" at the (State) Theatre starting (Friday).

(50 WORDS)

ANNOUNCER: At last! . . . in all its heart-warming splendor . . . Columbia Pictures presents Humphrey Bogart in "Sahara," the mighty story of epic war in the desert! See the sensational star of "Casablanca" in this sun-scorched drama filled with war-scorched thrills. Humphrey Bogart in "Sahara" opens at the (State) Theatre (Friday).

(100 WORDS)

ANNOUNCER: Now it can be told! The strangest saga ever filmed of war in the desert! The glorious North African campaign—in all the heroic glory of its Axis-blasting exploits! Heart-stirring loves of the men who found their mightiest adventures on the sun-scorched sands. Columbia Pictures presents Humphrey Bogart, sensational star of "Casablanca," in "Sahara," the drama of the tank Lulubelle and the men who love her . . . shooting, slashing, smashing through the mightiest epic of hair-raising adventure . . . of heart-stabbing love that ever blasted the screen with white-hot fury! See Humphrey Bogart in "Sahara" at the (State) Theatre (Friday).

School Promotion

History Class

Teachers of the history classes in the schools of your community can have their students write a brief composition on the famous battles which have been fought on the Sahara Desert. Point out that the Allied victory in the desert opened the door for the invasion of Europe by the United Nations. Use the bulletin boards of history classrooms for the display of stills from the picture together with a sign giving full picture credits and your playdate. Award tickets to winning students.

Student Shows

Here's the perfect picture on which to approach the principals of the schools in your community with the thought of putting on a special early morning show exclusively for students. "Sahara" is more than great entertainment; its story is the story of what we are fighting for—and how wonderfully well we are succeeding.

WRITE TO TEACHERS

"Sahara," with its "now it can be told" angle, should be of particular interest to the teachers of all schools in your community. They'll want to urge their students as well as their friends to see this thrilling story of the Allied victory in North Africa. Get the following letter off to your full school list and follow up leading teachers for school bulletin board cooperation.

DEAR FRIEND:

There's a great motion picture coming to the screen of the State Theatre on Friday (date) that should be of particular interest to you as an American, a teacher and a person who enjoys good screen entertainment.

That picture is "Sahara," superbly produced by Columbia Pictures with Humphrey Bogart, star of "Casablanca" and "Action in the North Atlantic," playing the leading role.

"Sahara" reveals for the first time the truth behind the struggle of our fighting men to wrest North Africa from the grip of our enemies. It tells in action-filled, never-to-be-forgotten moments of the Allies' first major victory over the Axis in this war—an event that will live forever in the annals of the world. Your students, as well as your family and friends, will want to see this grand entertainment tribute to our gallant soldiers. I know that you will thoroughly enjoy Humphrey Bogart in "Sahara," when the film begins its limited engagement on the screen of the State Theatre Friday (date). I urge you to see it!

Very truly yours,

JOHN JONES
Manager

Geography Quiz

With the cooperation of geography teachers in your nearby schools arrange for students to list the contributions of the desert to mankind — the minerals, chemicals, drugs, etc. It will give you the opportunity to post stills from the picture, together with picture credits and playdate, on the bulletin boards of the schools and classrooms. To the authors of the longest and most accurate lists, in the opinion of teachers, award guest tickets to see "Sahara."

Libraries

Public libraries have plenty of old and new stories and technical books about the desert they will be willing to display in conjunction with stills from "Sahara" and a card crediting the picture and your engagement. Start lining them up today—as far ahead of playdate as possible.

LOCAL TIE-UPS AND WINDOW DISPLAYS

★ ★ ★ ★

Service Stations

Make up good-sized posters for display at auto service stations, following this suggested copy angle:

THE GAS YOU SAVE TAKES OUR TANKS ON TO VICTORY!

See the thrilling story of the tank, "Lulubelle," in the strangest war story ever told!

HUMPHREY BOGART
in
"SAHARA"
A Columbia Hit
Now Playing at the
STATE THEATRE

War Book Windows

Secure window displays on "Sahara" in all local book stores in connection with current war books. A few titles suggested for use in this connection are: **"God Is My Co-Pilot," "Attack Can Win in '43," "They Made Me a Leatherneck," "Malta Story" and "Combined Operations."** The cooperating store will suggest many more books to fit into the display.

Tank Windows

Five-and-ten cent stores and other stores selling toys for children will willingly cooperate with you in setting up window displays which feature toy tanks and soldiers in a desert scene. Dress up displays with action stills from "Sahara" and suitable credit cards.

Sun Protection

Arrange for "Sahara" displays in the windows of stores selling sun glasses and lotions for the protection of the skin from the sun. Use an abundance of stills from the picture with a sign that reads:

Take a Tip from Our Desert and Jungle Fighters!
Protect Yourself Against the Sun!
See Our Complete Selection of Sun Glasses and Skin Lotions
— then see —
HUMPHREY BOGART
in
"SAHARA"
Now at the **STATE THEATRE**

War Bonds

BACK THE ATTACK! GIVE WAR BONDS OR STAMPS as prizes or gifts wherever possible!

DESERT FASHIONS

Sell the women's clothes buyer of the largest fashion store in town the idea of featuring clothes with a colorful desert motif the week before you play "Sahara." Contact the buyer immediately, so that he will have ample time to find merchandise worthy of large newspaper ads. Help the store to work out an effective window or series of windows built around this idea. If necessary it might be wise to have your sign shop pitch in and design the desert background. An attractive sign, on which several stills from the picture have been attractively mounted, will give your playdate and the picture a generous plug.

COSMETIC WINDOWS

Sell "Sahara" to women by arranging displays in the windows and on the counters of all types of stores selling cosmetics. Most popular beauty aids, such as lipstick, perfume, face powder, rouge, hair dyes, nail polish, etc., originated in the Sahara Desert about 5,500 years ago, and on this basis a smart showman and an imaginative shopkeeper can develop a window display that will be outstanding. A large map showing the Sahara should be used as a background, with ribbons running from the map to the various items on display. A separate unit at the side of the window should carry stills and copy on the picture. For more detailed information on cosmetics, your local public library can furnish books tracing the history of perfume.

APPEAL TO MEN

The very definite appeal that "Sahara" has for men should be sold from every possible angle, including displays in the windows of all types of stores selling merchandise to men. All these displays can be built around the action-filled stills from the picture, with the store's merchandise tying into the motif of the desert, particularly in the case of haberdashers and clothiers. Contact all such establishments immediately and make arrangements to have their usually excellently located windows devoted to a "Sahara" tie-up. Don't overlook getting attractive still displays in bowling alleys, billiard parlors and anywhere else where men usually congregate in your community. If events are scheduled for local sport centers, arrange for the distribution of the eye-catching "Sahara" tabloid in addition to signs held aloft on the baseball field between innings or in the boxing ring between rounds or bouts. Your "Sahara" gross will grow with every effort you put behind the advance and current campaigns.

Thirst Campaign

Arrange to have soda fountains, liquor establishments, night clubs, etc., display signs and possibly run newspaper ads that read similar to:

THIS IS *YOUR* OASIS!
After the War-Day Is Over — Relax and Refresh Yourself at the
Club Sphinx
... See ...
HUMPHREY BOGART
in
"SAHARA"
A Columbia Hit
***Starting Fri.*—STATE THEATRE**

If your tie-up is with a soft-drink company you might be able to arrange an "oasis" in your lobby where the cooperating company can give patrons samples of the drink.

Water Conservation

It's possible that you can get the cooperation of the local water company on a campaign that will help in educating the public to conserve water and at the same time help you to sell "Sahara." Arrange to furnish tack cards or posters to be placed at strategic points in your community. Copy should read as follows:

From the Sahara to the Solomons, Wars Are Won with Water!

Conserve Your Precious Supply by Not Wasting Water — By Repairing Leaking Faucets and Other Fixtures!

Scene from Columbia's strange story of war in the desert,
"SAHARA"
Starring
HUMPHREY BOGART
***Now Showing* —**
STATE THEATRE

The illustration used is Still No. 404.

Sahara Sundae

Arrange with all soda fountains in your neighborhood to feature a "Sahara Sundae" as a special during the week before and during your playdate. Furnish streamers for fountain back bars and wherever possible get window space for stills and copy cards calling attention to the sundae.

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

SELL THE THRILLS WITH THIS TABLOID

★ ★ ★ ★

(Tabloid Cover: 11½" x 17")

An elaborately prepared four-page "newsy" tabloid herald is available to help you get across with a punch the thrills and action and drama of this really great motion picture. The tabloid sells Humphrey Bogart, one of the biggest names in pictures today, as well as the story, with stills that carry a terrific sock. Ample space is provided on the back page for your theatre imprint and playdate. Many smart showmen—whose local situation makes it possible—defray the small cost by selling part of the imprint space to a local merchant for his co-op ad. The tabloid, folded, measures 11-1/2 x 17 inches, opening to 23 x 17 inches.

(Tabloid Inside Spread: 23" x 17")

Prices at your Columbia Exchange:

1M to 9M	$3.50 per M
10M to 49M	$3.25 per M
50M or More	$3.00 per M

If you want your tabloids with theatre and playdate already imprinted it is possible to do so in lots of not less than 3M. Order imprinted tabloids direct from the

POST PUBLISHING COMPANY, APPLETON, WISCONSIN.

Prices, including imprint, F.O.B. Appleton, Wis.:

3M to 9M	$3.75 per M
10M to 49M	$3.50 per M
50M or more	$3.00 per M

LOBBY CARDS WITH A PUNCH

"Sahara" deserves the extra attention you will attract with the swell set of four 11x14 cards illustrated here. Use them for lobby hangers,

window cards, tack cards, in rest rooms, lounges, etc. They're small enough to get on and in places where one-sheets would not be feasible—and they carry enough of a wallop to SELL!

ORDER FOUR 11x14 CARDS — SET "B" — FROM YOUR COLUMBIA EXCHANGE — 30c PER SET — 8c EACH CARD

FIFTEEN 11x14 STILLS

A set of 15 carefully selected eleven-by-fourteen stills has been assembled to help give your advance lobby displays extra ticket-selling power. They've been picked, too, with an eye to what the

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BOGART STARRED AS YANK TANK COMMANDER IN "SAHARA"—EPIC DRAMA OF DESERT WAR!

Story

(not for publication)

Lumbering across the desert after the fall of Tobruk is the tank Lulubelle, the pet of her commander, Sergeant Gunn (Humphrey Bogart). Private "Waco" Hoyt (Bruce Bennett), tank mechanic, and Jimmy Doyle (Dan Duryea), radio operator, are with him.

As they make their way they meet a group of Allied stragglers—three Tommies, a South African, a British officer, and a Fighting Frenchman. The British officer relinquishes his command to Gunn.

Lulubelle continues her way with the nine men and soon picks up two more stragglers—Tambul, a Sudanese (Rex Ingram), and an Italian prisoner, Guiseppe (J. Carrol Naish). Tambul directs them to Fort Bir Aeroma, a caravan way station which has a well, but when the men reach there they find the well is only a diminishing trickle.

Gunn plans to stay there a day or two and rest while they collect as much water as possible. But these plans are interrupted by the arrival of two Germans in a jeep, who reveal the fact that a detachment of Germans are behind them. Gunn takes the jeep and sends Hoyt out for help.

The Germans arrive and shell the Fort, defended by just the few Allies. After a few days' fighting one of the German shells hits the well, bursting it open. Water gushes forth and the German soldiers throw down their arms and rush for it in a frenzy of thirst. Soon after a British column, headed by Hoyt, moves up to take the Nazis prisoners and to relieve Gunn and one of the Tommies, the only two defenders left.

Gunn, elated at the news that the British lines are holding at El Alamein, moves forward with his beloved Lulubelle.

Bogart Smashes Nazi Platoon In "Sahara"!

(Catchline Reader)

Humphrey Bogart, the sensational star of "Casablanca" . . . here at last in the mighty story of epic war in the desert . . . Columbia's new dramatic thrill picture "Sahara" . . . now showing at the . . . Theatre . . . in all its heart-stirring splendor!

It is emotional . . . memorable . . . this strange saga of the Libyan campaign . . . telling of the night-and-day adventures . . . the life and death battles . . . the shoulder-to-shoulder loyalty . . . the man-to-man heroism . . . of a group of Allied fighters led by tough Sergeant Gunn, the role played by Mr. Bogart, through a treacherous stretch of sandy wastes! Sergeant Gunn, who loved his tank "Lulubelle" as he would love a woman.

"Sahara," directed by Zoltan Korda and with a supporting cast including Bruce Bennett, Lloyd Bridges, J. Carrol Naish, Rex Ingram and Louis T. Mercier, will be one of the greatest entertainment experiences of your life!

Bogart Stars In "Sahara"

Humphrey Bogart comes to the . . . . Theatre today in a thrilling follow-up to his "Casablanca" and "Action in the North Atlantic." It is Columbia's "Sahara," a mighty story of epic war in the desert, telling of the life and death struggles of a little group of Allied fighters who become stranded, in a tank, in the treacherous midst of sandy wastes. It depicts their matchless loyalty as they fight to survive the elements and the merciless methods of a vicious enemy.

Zoltan Korda directed the production, and the large supporting cast is headed by Lloyd Bridges and Bruce Bennett. Rex Ingram, J. Carrol Naish and Louis T. Mercier also play important roles.

(General Advance)

Humphrey Bogart is a screen star who is always welcome in this or any town, and we can't think of better entertainment news than to report the fact that he is coming here to the . . . . Theatre on . . . . in Columbia's drama of desert warfare, "Sahara," as a two-fisted tough tank commander who is the leader of a little group of Allied fighters in the treacherous desert in North Africa. In this, Bogart is said to give a performance that is of the same dramatic calibre as his fine work in "Casablanca" and "Action in the North Atlantic."

The cast of the picture, which was directed by Zoltan Korda, lists several names that lead us to expect colorful performances all around. Topped by Bruce Bennett, Lloyd Bridges and J. Carrol Naish, there are also that fine negro actor, Rex Ingram, Louis T. Mercier, Dan Duryea, Richard Nugent, Patrick O'Moore, Carl Harbord, Guy Kingsford, Kurt Krueger, John Wengraf and Hans Schumm. The only "heroine" in the story is Lulubelle, a twenty-eight ton tank who, so like a woman, is the pride of Sergeant Gunn's (Humphrey Bogart's) life, even though her unpredictable nature drives him to profanity now and then. Lulubelle, according to advance reports, is quite a personality in this new dramatic film. She shelters, to the best of her ability in a scorching desert, the brave Allied fighters who have been stranded and who struggle to survive under ghastly circumstances.

For that is what the story unfolds. It is a true-to-life recording of a thrilling episode in the Allied struggle to gain supremacy in North Africa. Becoming detached from their regiment during a battle, Sergeant Gunn and two of his assistants find themselves alone in a disheartening waste of burning desert. They have Lulubelle, but very little food or water, and their ebbing physical strength is bolstered only by indomitable courage. Along the way they come across other Allied stragglers and an Italian prisoner, and all together they go through a life and death struggle that reaches a climactic episode that is said to be dramatic dynamite.

All in all, "Sahara" sounds like one of those pictures that you must see when it comes to the . . . . Theatre.

1 Col. Scene Mat SAH-47A

WAITING!

Fearlessly awaiting a German attack, these two Allied soldiers are on the alert in this tense scene from Columbia's "Sahara," now playing at the . . . . Theatre. The film, which stars Humphrey Bogart as a Yank tank commander, is a thrill-filled epic of desert warfare.

Movie Boners Really Aren't

U. S. Tank Corps men who view the Columbia desert drama, "Sahara," which is now showing at the . . . . Theatre starring Humphrey Bogart, will notice some very definite inaccuracies in the tank interior set that was built in the studio and sent to the location desert spot where the entire picture was filmed. The inaccuracies are intentional and at the request of the War Department, in order to keep our military set-up secret from the enemy.

2 Col. Star Mat SAH-11B

GUNNIN' FOR NAZIS!

Humphrey Bogart, the sensational star of "Casablanca," returns to the screen in "Sahara," the war's mightiest adventure drama. Currently appearing at the . . . . Theatre, the stirring Columbia film stars Bogart as Sergeant Gunn, two-fisted commander of a Yankee tank crew. Other members of the cast include Bruce Bennett, Rex Ingram and J. Carrol Naish. Zoltan Korda directed.

BOGART COMING IN STIRRING WAR FILM!

Plays Starring Role in "Sahara"

(General Advance)

Reports coming in ahead of Columbia's "Sahara," the film drama of a momentous few days in the Libyan campaign, indicate that Humphrey Bogart, star of the picture, gives a performance that carries on the sensational success he achieved in "Casablanca." In this new one, which is coming to the . . . . Theatre next . . . . for a run of . . . . days, Bogart plays the role of a two-fisted top sergeant, who is commander of a tank and leader of a small group of Allied fighters who struggle through the treacherous sandy wastes of the desert, in an effort to catch up with the British Army at El Alamein.

The picture, which is said to be a vivid exposition of the life and death struggle of sturdy men fighting to survive under torturous conditions, sounds like meaty film fare for Bogart, who is, undoubtedly, one of the most colorful screen personalities of the day. We look forward to "Sahara" with keen anticipation.

Directed by Zoltan Korda, the entire production was filmed in the Imperial Valley Desert in California. It has an international flavor, for the little band of soldiers, headed by Bogart, include three Tommies, a British Medical Officer, an Australian, a South African, a Sudanese, a Fighting Frenchman, a boy from Texas and one from Brooklyn, an Italian prisoner who falls in line with his enemies, and a German flyer who remains an enemy.

The cast supporting Mr. Bogart is imposing, these oddly different roles being played by Bruce Bennett, Lloyd Bridges, Rex Ingram, J. Carrol Naish, Dan Duryea, Richard Nugent, Patrick O'Moore, Louis T. Mercier, Carl Harbord, Guy Kingsford and Kurt Krueger. The only heroine is "Lulubelle," a twenty-eight ton tank and Bogart's special love.

Trailer Trailed Tank in "Sahara"

Pat O'Moore, who plays one of the supporting roles in Columbia's "Sahara," the picture of desert warfare starring Humphrey Bogart at the . . . . Theatre, owns one of the most elaborate trailers in Hollywood. It is a three-room affair, with electric stove, refrigerator, hot and cold water, telephone, radio and even built-in piano. During the filming of "Sahara," which was made entirely in the California desert, O'Moore just parked his movable apartment on the edge of the desert in the town of Brawley, and his wife, Zelma O'Neal, set up housekeeping. The other members of the cast had to scout around looking for rooms or houses for their three-month stay.

Nazi Helmets Put to Work!

When Columbia Studios finished with the Nazi helmets used in the desert fighting sequences of "Sahara," the stirring drama starring Humphrey Bogart which is now playing at the . . . . Theatre, they went into the real scrap for scrapping the Axis—which is an ironical twist.

There is some vigorous hand-to-hand fighting with the Nazis in this new picture, with Humphrey Bogart leading the little band of Allied fighters against the Afrika Korps. The boys do a good job of battering Nazi helmets with rifle butts in this simulated fight, and by now the German headgear is probably on its way home—in the form of American bullets.

Cast

Sergeant Joe Gunn — HUMPHREY BOGART
"Waco" Hoyt — Bruce Bennett
Fred Clarkson — Lloyd Bridges
Tambul — Rex Ingram
Guiseppe — J. Carrol Naish
Jimmy Doyle — Dan Duryea
Capt. Jason Halliday — Richard Nugent
Ozzie Bates — Patrick O'Moore
Jean Leroux — Louis T. Mercier
Marty Williams — Carl Harbord
Peter Stegman — Guy Kingsford
Capt. Von Schletow — Kurt Krueger
Major Von Falken — John Wengraf
Sergeant Krause — Hans Schumm

Staff

Story by — Philip MacDonald
Based upon an incident in the Soviet photoplay, "The Thirteen"
Adaptation by — James O'Hanlon
Directed by — Zoltan Korda
Assistant Director — Abby Berlin
Musical Score by — Miklos Rozsa
Musical Director — M. W. Stoloff
Director of Photography — Rudolph Mate, A.S.C.
Film Editor — Charles Nelson
Art Director — Lionel Banks
Associate — Eugene Lourie
Set Decorations — William Kiernan
Sound Engineer — Lodge Cunningham

A COLUMBIA PICTURE

1 Col. Scene Mat SAH-4A

DANGER!

Humphrey Bogart (with the gun) and Richard Nugent heroically decide to remain behind at an abandoned desert fort while they try to hold up a Nazi advance in Columbia's thrilling film, "Sahara." Currently being shown at the . . . . Theatre, the new picture also features Rex Ingram and J. Carroll Naish.

"Sahara" Ends Long Run Soon

After a highly successful run at the . . . . Theatre, Columbia's "Sahara," an exciting story of a group of Allied fighters in the Libyan desert, closes there on . . . . Humphrey Bogart, star of the picture, repeats in this new thriller, the wonderful performance he gave in "Casablanca." Every performance of the picture was received with unbounded enthusiasm.

The picture was directed by Zoltan Korda and the fine supporting cast is headed by Lloyd Bridges and Bruce Bennett.

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"Sahara"—Epic Drama of War In the Desert

(Review)

A mighty epic of war in the desert, filled with heart-stirring splendor and dynamite thrills, opened yesterday at the . . . . Theatre. It is Columbia's "Sahara," starring Humphrey Bogart, and in his portrayal of a two-fisted Yank tank commander in the Lybian desert, he gives us a performance that is a sensational follow-up to his memorable work in "Casablanca" and "Action in the North Atlantic." Here, indeed, is an epic drama of this war—a story that can be told now that the Allied fighters have emerged victorious in the North African campaign.

Bogart is Sergeant Gunn, a fearless, hard-hitting American fighter who finds himself and his charge, the twenty-eight ton tank Lulubelle, stranded in the treacherous wastes of the desert. With him are only two of his buddies, "Waco" Hoyt, tank mechanic, (Bruce Bennett), and Jimmy Doyle, radio operator (Dan Duryea). Your heart will stir at the shoulder-to-shoulder loyalty of these three as they struggle to survive the scorching sand and merciless sun with a dwindling supply of rations and just a few mouthfuls of water.

Still they go on, lightening the load for each other with typical American wisecracks, each secretly praying that they will somehow stumble on water and shelter, but never giving vent to the hopelessness they feel. Along the way they run into another group of lost Allied fighters—three Tommies, a South African, a British Medical Officer, and a Fighting Frenchman. They all put them-selves in the hands of Gunn and his beloved Lulubelle. Further on they add a Sudanese Sergeant and an Italian prisoner, and a Nazi aviator.

Their life and death struggle brings the picture to a dramatic climax that is breath-taking. You will never forget it. And by the same token it will imprint on your mind forever the valiant stand made by the Allies during the stupendous Libyan campaign.

The picture was superbly directed by Zoltan Korda. In addition to Bruce Bennett and Lloyd Bridges, there are fine performances by such players as Louis T. Mercier, J. Carrol Naish and Rex Ingram.

Lucky Break Landed Duryea In "Sahara"

(Reader)

Dan Duryea discovered that it was a case of mistaken identity that landed him in the cast of Columbia's "Sahara," the desert warfare thriller starring Humphrey Bogart and now showing at the . . . . Theatre.

When the supporting cast for Bogart was being picked, someone suggested to the casting office that they try out a young actor named Don Belyea. The name was hastily scribbled on a piece of paper, and just as hastily deciphered the next day as reading "Dan Duryea."

The latter was greatly surprised when he was called in for an interview for the role of an heroic American tank driver. He had been the mean, nasty son in "The Little Foxes," a gangster in "Ball of Fire," and the newspaperman who hated Lou Gehrig in "Pride of the Yankees." Because he had been so definitely typed as a heavy, Dan's career was jinxed and he had not been able to get another role since the Gary Cooper picture.

Now Columbia has discovered he is terrific in sympathetic roles. They built up his part in "Sahara" in order to use him in future pictures.

"Sahara" Cast Tutored by Prof.

Dr. Simon R. Mitchneck, for 14 years professor of languages at Columbia University, was assigned by Columbia Pictures to the post of dialogue director during the filming of "Sahara," Humphrey Bogart's new thriller which is now showing at the . . . . Theatre. Mitchneck spent two months on the California desert where the picture was made. His job was to teach French, Italian and German to players who have dialogue in those languages, and coaching other players in several British and American dialects.

"SAHARA" IS YEAR'S GREATEST WAR FILM

Bogart Magnificent in Role as Army Sergeant

(Review)

Humphrey Bogart, whose sensational performance in "Casablanca" won the acclaim of motion picture fans throughout the land, comes along now with a highly worthy successor to that picture. The film is Columbia's stirringly spectacular drama, "Sahara," which opened yesterday at the . . . . Theatre, and in it Bogart delivers a superb performance as a two-fisted, tough army sergeant. Certainly this portrayal will go into Hollywood records as one of the outstanding performances in the vivid screen career of this very vivid motion picture personality.

Continuing his recent trend away from those earlier gangster roles, Bogart thrillingly portrays a character that combines the aggressive qualities and hardened veneer of Sam Spade of "The Maltese Falcon," Joe Rossi of "Action in the North Atlantic" and Rick of "Casablanca." As two-fisted Sergeant Gunn, commander of the tank "Lulubelle," and also leader of a pathetic but sturdy group of Allied fighters lost in the desert, he has many scenes that are actually breath-taking. And this time instead of a mere revolver, belaying pin or sawed-off shotgun, he has a regular arsenal at his command, up to and including a 75 mm. gun, the mainstay of his beloved tank.

The story of "Sahara" is a strange saga of war in the desert. The opening scenes show Lulubelle, the only heroine in the picture, lumbering her sturdy way over the hot, dry sands of a treacherous wasteland, manned by her loyal driver, Sergeant Gunn—the role played by Mr. Bogart—"Waco" Hoyt (Bruce Bennett), mechanic, and Jimmy Doyle (Dan Duryea), radio operator. It is after the fall of Tobruk, and the three stragglers who were hoping to be able to catch up with their unit. They are also determined to keep their precious tank from falling into the enemy's hands—the ornery tank that was named Lulubelle after a horse Sergeant Gunn once knew.

As they make their way laboriously, each one heartsick at the sight of the diminishing supply of water but keeping their spirits high with a bright bit of nonsense now and then, they pick up several more stranded fighters, until finally Lulubelle becomes a sort of "Grand Hotel" of the desert, with Gunn as the vigorous host.

As you watch these men you realize that you never really knew what terror means. Their parched tongues and tortured minds tell the dramatic story of the magnificent Allied soldiers who went right on to victory in Africa, spurred to greater effort by initial defeat, overcoming ghastly hardships wrought by merciless sun, endless sands and a vicious enemy. You'll thrill to their bravery. Your heart will warm to the stirring loyalty and matchless love that can exist between decent men fighting for a common cause.

Just a few of these determined souls survive to be rescued at long last by a British column—rescued after a battle with the Nazis that is a dramatic thunderbolt. You'll long remember Humphrey Bogart in "Sahara"—remember it as one of the great entertainment experiences of your life.

The picture was directed by Zoltan Korda and the cast supporting Mr. Bogart, in addition to Bruce Bennett and Dan Duryea, includes Lloyd Bridges, Rex Ingram, J. Carrol Naish and Richard Nugent.

2 Col. Scene Mat SAH-41S

SENSATIONAL EPIC DRAMA!

Shouting defiance at oncoming Nazi troops, Humphrey Bogart and Patrick O'Moore heroically stand their ground in this thrilling scene from the new Columbia film, "Sahara." Currently being shown at the . . . . Theatre, the production, which was directed by Zoltan Korda, also features such distinguished players as J. Carrol Naish, Rex Ingram and Bruce Bennett.

2 Col. Scene Mat SAH-49B

THE WELL IS DRY!

Humphrey Bogart, at the right, and his gallant band of Allied fighters bravely make plans to find a new source of water in this dramatic scene from Columbia's "Sahara," now playing at the . . . . Theatre. The film, which was directed by Zoltan Korda, is concerned with Bogart's sensational adventures as he helps to stop the German advance in Africa.

Tourists Go For Mexican Steaks

During prohibition, thirsty Americans used to flock across the Mexican border to do a bit of giggle water imbibing. Now Mexico has a different attraction, and one that is rather an amusing switch from the frivolous dry days.

During the filming of Columbia's thriller, "Sahara," now showing at the . . . . Theatre starring Humphrey Bogart, the company was working in the California desert just about 25 miles from the Mexican border. Bogart and other members of the cast took to slipping over to Mexicali a couple of evenings a week, always returning looking a bit sheepish.

The latest attraction? It seems that in Mexicali one could find large, juicy steaks and a generous supply of butter!

2 Col. Scene Mat SAH-3B

ACTION IN THE SAHARA!

Humphrey Bogart (center) and two of his Yankee buddies jump from their tank as they prepare to defend themselves against an onrushing Nazi detachment in this scene from Columbia's "Sahara." The film, now at the . . . . Theatre, also features Bruce Bennett, Rex Ingram and J. Carrol Naish.

Bogart Tames Temperamental Film Starlet!

(Feature)

It got around recently that Columbia studios had the most temperamental young lady in the motion picture business on its hands for quite a spell. Tales about actresses who walk off sets, who refuse to emote, and who fight with their directors and fellow thespians are legion, but this particular star, who plays an important role in Humphrey Bogart's latest thriller, "Sahara," which is now showing at the . . . . Theatre, turned out to be the orneriest performer to hit the movie colony in a long time. She knows tricks that put these other fiery girls to shame.

She not only refused to act when the spirit did not move her, but she'd halt her performance in spite of the most careful and diplomatic handling, and she literally spit in Director Zoltan Korda's eye.

She's Lulubelle, all vivacious twenty-eight tons of her, a medium tank with plenty of firepower, the most misbehavin' lady in Hollywood. Twice Lulubelle, the heroine and only "woman" in "Sahara," hysterically kicked her feet in the air. In military circles that means she rolled over on her side and threw her track, necessitating a major operation by the studio's army of mechanics and technicians.

Lulubelle is accustomed to feeding on nothing less than 100 octane fuel, and when her maintenance men tried to feed her the only available gasoline at the moment, which had a relatively lower octane rating, she coughed and sputtered and refused to budge.

There wasn't a man in the company who didn't want to tame her, but Lulubelle got so she responded only to the gentle touch and cajolery of star Humphrey Bogart, who genuinely loves her in this story of an American tank and her crew in the Libyan campaign.

Director Korda, when first introduced to Lulubelle, thought it would be an interesting experience to try her treads across the sandy wastes. Lulubelle, with her tank's sixth and seventh sense, knew that her beloved Humphrey Bogart wasn't at the controls. She coughed and choked and backfired fumes and smoke that smacked Korda right in the eye.

Bogart shyly confessed, at the conclusion of the filming of the picture, that he guessed he had a way with this siren of "Sahara."

Lulubelle Rival Does Work but Gets No Credit

(Reader)

Lulubelle, the Columbia Pictures twenty-eight ton tank, who plays a leading role as the special love of Humphrey Bogart in "Sahara," the stirring story of the Libyan campaign which is now showing at the . . . . Theatre, may become a national heroine, but Teresa the Tractor deserves a break too, as far as the cast and crew of "Sahara" are concerned.

Lulubelle, like a glamorous star, gains a generous share of the film's footage. But when it comes to paving the way she has to take a back seat to Teresa. Teresa, a mere five ton beauty, built all the roads into the desert, hauled equipment, supplies and water to the company on their desert location, and served the technicians in dozens of ways. But, of course, Lulubelle will have no truck with Teresa, feeling quite superior because she has to be fed 100 Octane gas, while poor Tess drudges along on just any old gasoline that's handy.

Dust Masks For "Sahara" Cast

During the filming of Columbia's epic story of warfare in the desert, "Sahara," which is now showing at the . . . . Theatre starring Humphrey Bogart, the company had to rush 100 dust masks such as miners and tunnel drillers wear, to the location sound stage in the midst of the California desert. This action was taken to prevent any of the actors developing silicosis, when it was found that several of them had contracted bad coughs after running into their first sandstorm. Inhaling the very fine particles of sand whipped up by the storm could eventually result in injury to the lungs. The players donned these weird looking masks whenever a breeze started blowing.

Rex Ingram Has Keen Desire to Study Medicine

(Reader)

Rex Ingram, the noted Negro actor who plays a leading role in support of star Humphrey Bogart in Columbia's desert thriller, "Sahara," now showing at the . . . . Theatre, is making plans to resume the study of medicine, with the idea of becoming a practicing physician upon receiving his medical degree.

Ingram studied to be a doctor at Northwestern University, but abandoned it when the urge to act became greater.

"Although I have enjoyed some success as an actor," commented Ingram, "in recent years I have never regretted anything so much in my life as the fact that I gave up medicine. Today, particularly, with so much suffering in the world, the need for doctors is far greater than the need for actors. I feel that I could do much more good among my people as a doctor than as an actor. But, an actor's role in these times also is important. It's just that one helps heal the body and the other comforts the mind."

1 Col. Star Mat SAH-51A

INGRAM

Rex Ingram, noted Negro actor, has a prominent role in Columbia's "Sahara," currently on view at the . . . . Theatre. The veteran performer portrays Tambul, a Sudanese Sergeant, in the epic drama which stars Humphrey Bogart as the commander of a Yankee tank. Other members of the cast include Bruce Bennett and J. Carrol Naish.

Bogart Blasts Nazi Soldiers

During the filming of the final sequences of Columbia's "Sahara," the stirring story of warfare in the desert which is now showing at the . . . . Theatre, a group of fellow actors presented Humphrey Bogart, the star of the picture, with a hand-lettered piece of cardboard cut in the form of a plaque. On it was written, "In Recognition of Meritorious Service," and below, in smaller lettering, "Thanks for bumping us off." It was signed "Dirty Nazis," and referred to the actors who played the roles of the Afrika Korps fighters who were killed attacking a small detachment of Allied fighters commanded by Bogart.

BOGART PLAYS TOUGH U. S. ARMY SERGEANT

Two-Fisted Fi... "Sahara" Cast

(Biographical Feature)

Humphrey Bogart is training a machine gun in the right direction in his latest picture "Sahara," Columbia's thrilling new epic of desert warfare which is now showing at the . . . . Theatre. After a long career of battling the forces of good as a screen mobster, he's now turning his thespian destructiveness on the Axis, and with very good effect. Here he plays the role of a toughie and a killer, but for a change he's killing for good. As a two-fisted sergeant, who is in command of a tank in the Libyan campaign, he turns his gun on the enemy and doesn't miss. After all, he's had a lot of experience with shooting irons.

There's no apparent reason why Mr. Bogart should have grown into an actor who found his greatest success in playing master criminal roles. He was born on a lovely, peaceful Christmas morning, to very eminent parents. His father was a surgeon, his mother, Maude Humphrey, a well known portrait artist.

When he grew old enough he was sent to one of the finest schools in the East—Andover—but he left in a bit of a rush. After all, the faculty would never approve of a student ducking one of their instructors—which is just what Humphrey did. The fact that he didn't like the fellow was not sufficient excuse for pushing him in the pond.

That was his only anti-social activity, as far as the record goes. After that he became a very obedient gob in Uncle Sam's Navy, and served well during the first world war. While conducting himself in a manner above reproach in the dignified atmosphere of a Wall Street investment house, he met Broadway producer William A. Brady. He was immediately interested in Mr. Brady's business, which proves that he had the theatre in mind, without being well aware of it. Mr. Brady gave him a job as assistant stage manager, but he concentrated on getting front stage instead of back.

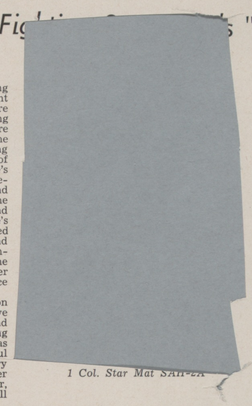
His first chance to act was with Brady's wife, Grace George, in "Ruined Lady." Following that, he appeared in several successful stage productions, chief among them being "Cradle Snatchers," "It's a Wise Child," and "Petrified Forest," with Leslie Howard. It was the last mentioned one that skyrocketed him to fame.

He was so startling and realistic as the neurotic gangster in "Petrified Forest," that Leslie Howard insisted he come to Hollywood and play the same role in the picture version. Hollywood didn't like it. They thought they had many good actors who specialized in gangster roles. But Humphrey got the part, and from then on there was nobody quite like him when it came to playing mobsters. The amazing part is that women practically swooned at sight of him, no matter how vicious he looked.

He's piled up a long list of bad men throughout his comparatively short screen career, then he started to get over on the right side a bit. In "Maltese Falcon," "Across the Pacific," and "Casablanca" he was a good guy, with variations. Now he's out-and-out heroic in "Sahara."

Helen Hayes is his favorite actress and the late Leslie Howard was his favorite actor as well as close friend. He detests women "with a purpose or mission," and flees wild-eyed from any group that looks like an organization of crusading females.

He sleeps raw, gets up at seven, smokes a cigarette first thing. He enjoys a pipe, but finds it a lot of trouble. He hates to dress up and loves to swim and fish. Mrs. Bogart, (Mayo Methot) handles the finances and the food. He won't be bothered with money, and he says Mayo can outcook the best chef in Hollywood. Mayo says he's a model husband.



1 Col. Star Mat SAH-2A

BOGART

Humphrey Bogart, sensational star of "Casablanca," is back at the . . . . Theatre in a new and bigger adventure. This time it's "Sahara," in which Bogart is starred as a two-fisted Yank tank commander taking part in the spectacular Libyan Desert campaign. Other members of the cast in this Columbia production include J. Carrol Naish and Rex Ingram.

Bennett Gets First Big Role In 'Sahara'!

(Biographical Feature)

Bruce Bennett, who plays a leading role in support of star Humphrey Bogart in Columbia's "Sahara," the film saga of war in the desert now showing at the . . . . Theatre, has gained quite a reputation as an actor, but a successful athletic career will not remain just a part of his past. Though he'd like to be thought of as a screen actor exclusively, everywhere he goes somebody recognizes him as Herman Brix, sensational University of Washington athlete who was an Olympic champion a decade or so ago.

He doesn't say, but we have a hunch Bennett's reason for wanting to subdue his colorful athletic past is the fact that he is seriously interested in acting, and is striving to reach perfection in that field. People have a habit of thinking that athletes are given screen contracts only because of six feet or more of beautiful brawn. It takes a lot to overcome that impression.

To get back to his earlier life, Bruce Bennett is the second youngest of a family of five children. His father is Anton H. Brix, prominent lumberman, and Bruce was born in Tacoma, in the heart of the nation's big timber belt. As a youngster he attended school in Tacoma and then entered Washington University. He won his B.A. and is a Beta Theta Pi man. In addition to making the crew, hockey and swimming teams at college, he became a four handicap golf player, and held a first string tackle position on the football team. During his vacations he worked for his father in logging camps, which helped build up his magnificent physique.

In the 1928 Olympic Games he set a new world record for the javelin throw and shotput and won the pentathlon events. Subsequently he spent several years appearing in stadia all over the country and in lecture and coaching work.

It was really his athletic prowess that first took him into pictures, but he broke his shoulder the first day of shooting on his first film, "Touchdown," with Richard Arlen and Jack Oakie. His next picture took him to Guatemala and he contracted tropical fever. He thought of giving up the idea of being a screen actor but instead changed his name from Herman Brix to Bruce Bennett, and signed a contract with Columbia Pictures.

His luck changed. Now, after a series of prominent roles in Columbia Pictures, Bruce Bennett, actor, seems well on the way to supplanting Herman Brix, athlete.

'Sahara' Filmed On Scorching Desert Sands

Columbia's epic of desert warfare, "Sahara," which stars Humphrey Bogart and is now showing at the . . . . Theatre, was filmed entirely in a spot in the Imperial Valley Desert, which is 200 feet below sea level. Just two miles away is the Salton Sea, which is 244 feet below sea level. Needless to say, the actors in the cast spent many uncomfortable days and were actually almost as worn out as they look in most of the scenes in the picture.

The location of "Sahara" was the lowest level at which a picture has been made since the filming of "Greed" years ago in Death Valley, which is 346 feet below sea level. Death Valley and the Salton Sea are the second and third lowest spots on earth. The first is the Dead Sea, which is down to the suffocating depth of 1400 feet.

2 Col. Scene Mat SAH-53B

TYPICAL YANKEE TANK CREW

Bruce Bennett, Humphrey Bogart and Dan Duryea (left to right) take time out for a smoke in this scene from the new Columbia thrill drama, "Sahara." The picture, which currently is on view at the . . . . Theatre, was directed by Zoltan Korda and tells the story of an American tank and its gallant crew operating in the Libyan Desert during the battle for El Alamein.

Naish Credits Stomach for His Screen Success

(Biographical Feature)

Screen actor J. Carrol Naish's stalwart digestive tract helps him tremendously in mastering the fine points of his screen characterizations. If that sounds a little confusing, we hasten to add that he's the fellow they call on when they need somebody who can be almost anybody but ordinary Mr. Average American, and in studying a role Naish haunts the little restaurants peculiar to the character he is to portray. In this way he picks up all the interesting personality sidelights.

For instance, for his role as an Italian soldier, who is a prisoner of a little band of Allied fighters in Columbia's "Sahara," the stirring picture of desert warfare which is now showing at the . . . . Theatre starring Humphrey Bogart, he stowed away spaghetti by the yard.

"Sometimes the food I eat is a little tough on me," says Naish, "but I like to think that it's all for the sake of art. I've eaten Achmud, Khedive,

1 Col. Star Mat SAH-50A

NAISH

Bearded and dirty, J. Carrol Naish portrays a captured Italian soldier in Columbia's Humphrey Bogart thriller, "Sahara." The exciting film, which is now playing at the . . . . Theatre, tells the breath-taking story of the heroic defense put up by the British and Americans in the Libyan Desert.

Schashlik, Goulash, Minestrone, Lon Dow Yuk, not to forget Enchiladas and Borscht. But my favorite dish is still good old-fashioned Mulligan Stew."

Which brings us to the fact that he was born of Irish-American stock, but nobody ever thinks of casting him as an Irishman. He became an actor out of pure adventure. During the first world war he was an aviator with the American forces.

After the war he stayed in France, learning French well enough to pass as a native. He tried for a part in the French theatre on a dare but he got the part—a small one in "Mlle. Frou Frou." He was a success.

His first part in Hollywood made an immediate impression. It was in "Double Cross Roads," as a gangster's lookout, but everybody who saw the film remembered this bit. Thereafter Naish appeared in a succession of pictures, always playing roles of nationalities other than American.

'Sahara' Player Taught Welles How to Act

Orson Welles received his first professional job of acting from Pat O'Moore, actor who plays one of the supporting roles in Humphrey Bogart's new Columbia thriller, "Sahara," now showing at the . . . . Theatre. It was before Pat came to his country, when he was one of the guiding lights of the Gate Theatre group in Ireland. Welles was traveling the highways and byways of Ireland in a donkey cart, painting the countryside. He was only sixteen, but told O'Moore he was 21.

"We turned him down at first because of his American accent," says O'Moore, "but then we hired him after he proved that he could talk Irish as naturally as any of us. We paid him eight dollars a week."

2 Col. Scene Mat SAH-52B

O. K. NAZIS! LET'S FIGHT!

Fiercely standing guard beside an American tank, Patrick O'Moore challenges the Nazis to fight in this action scene from the new Columbia adventure drama, "Sahara." Humphrey Bogart, sensational star of "Casablanca," has the leading role in the thrill film, which is now on view at the . . . . Theatre.

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Two-Gun Bogart Upped to 75MM Job in "Sahara"

(Feature)

Humphrey Bogart has graduated from the snub-nosed, sawed-off shotgun to the full-length and full-powered 75 mm. gun, the mainstay of the twenty-eight ton tank which he commands in his role of a fighting Yank in Columbia's "Sahara," a two-fisted drama of desert warfare which is now showing at the . . . . Theatre.

Bogart is certainly no newcomer to sidearms, dramatically speaking, but the 75 mm. cannon and the smaller .37 mm. gun which he uses in this new picture were strange to him, in spite of his long experience as a gun toter and fearless killer.

Ever since he burst upon the screen, and thus to stardom, as the itchy-fingered gangster in "The Petrified Forest" back in 1938, he has been shooting his way through dramatic thrillers with everything from a double-barreled shotgun to a Thompson machine gun. "Casablanca" saw him somewhat on the side of right, but still quick and straight on the trigger.

His assignment in "Sahara," that of a tough sergeant who loves his tank, twenty-eight tons of mechanical temperament and might which he calls "Lulubelle," brings him right smack on the other side of the fence. This time, when his guns bark, they're speaking up for the forces of international law and order against international gangsterism. He's a potent factor in the struggle of the Allies against the Axis in North Africa.

In addition to Lulubelle's 75 and 37 mm. fire power, Bogart uses, in "Sahara," most of the thirteen types of weapons which make up an armoraiders supply of shooting irons.

There is the .45 caliber automatic; the .45 caliber revolver; the .45 caliber sub-machine gun, and the .30 caliber M-1 (Garand) rifle. For ground use Bogart employs from his arsenal of weapons a .30 caliber machine gun and a .50 caliber machine gun.

During various battle sequences of the picture, other guns which will be in evidence are a 37 mm. anti-tank gun which is towed and which is both mounted and un-mounted on its carrying vehicle; 60 and 81 mm. mortars, and finally 75 and 105 mm. howitzers which played so decisive a role in breaking the Desert Fox's stranglehold on the Libyan front.

3 Col. Scene Mat SAH-12C

BOGART BOLDLY LEADS THE ATTACK!

Once again Humphrey Bogart leads the way with guns blazing, only this time he's on the right side. His uniform is that of a sergeant in the United States Army and his weapon is a sub-machine gun that's just right for killing Nazis! The scene above is from the New Columbia drama, "Sahara," currently on view at the . . . . Theatre. Other members of the cast in this stirring drama of the Libyan campaign include Rex Ingram, J. Carrol Naish and Bruce Bennett.

FILMING "SAHARA'S" STORMS TRICKY TASK

Cast and Crew Experienced Many Desert Hardships

(Feature)

Sand storms, which look so colorful and dramatic on the screen, are the most difficult action shots encountered in the making of pictures. Because of this, Director Zoltan Korda and Cameraman Rudy Mate, who were responsible for directing and photographing "Sahara," the Columbia drama starring Humphrey Bogart at the . . . . Theatre, ran into more difficulties in filming this picture than they had ever known in all their screen experiences.

For in "Sahara" there were not just a few desert scenes to be shot. The entire action of the story, which tells of a two-fisted Yank Sergeant who is commander of a tank in the Libyan campaign, is unfolded against a background of treacherous stretches of sand. In many sequences there are scenes of violent storms and raging winds and photographing all this and at the same time keeping the individual characters in clear focus, was far from a simple trick.

There is the scene in which a gale whips across Lulubelle, the American tank commanded by Sergeant Gunn, which is the role played by Bogart. The constantly shifting wind often moved too fast for the camera crew, or for twenty-eight ton Lulubelle herself, for that matter. This necessitated take after take under very trying conditions. Wind machines aren't so easy to adjust in such circumstances.

And there is not a camera that can withstand the sandy blasts of an oncoming wind. Swirling clouds of sand would just register a blank. Nor can one shoot with the wind, for the moving particles obscure the image in front of the camera. Shooting across the wind is the only feasible plan, since objects and members of the cast are then discernible, at least.

Even then the camera must be covered with a thickly padded hood, and the lens itself protected from the chipping and biting effect of the seventy or eighty mile an hour sand. So, a gasoline-powered motor forces air through a nozzle placed under the camera lens to keep one or two inches in front of the glass free of sand.

There's another difficulty, too. Scenes which take place in sandstorms rarely show characters not in motion. This means that the camera must move in order to pierce the curtain-enveloping effect of the blowing sand once the actors move away from the camera. Tracks must be built to keep the camera on level passage and these tracks themselves cannot pile up with sand since that would not only impede the passage of the camera carrier, but disturb the even position of the camera itself. Two men are employed to constantly sweep the tracks.

The sound department has similar problems. The microphone is wrapped in heavy cloth and the sound engineer has to figure out ways of hearing the actors by cutting down on the sound of wind and a host of other mechnical noises. For the scene in which Humphrey Bogart peers through a sand storm while sitting in Lulubelle's turret, the sound man had to keep Lulubelle's radial motor noises to a minimum, escape sand and wind noises, and catch the actor's dialogue at the same time.

Surmounting all these difficulties puts "Sahara" in that class of pictures that truly represent the ingenuity and artistry of the moving picture profession.

Screen's Tough Guy Obeys Wife

When a jeepful of marines visited Columbia's desert location set during the filming of "Sahara," the stirring picture starring Humphrey Bogart which is now showing at the . . . . Theatre, they offered to take Bogart for a jeep ride across the bumpy desert terrain.

The star's wife, Mayo Methot, interrupted the conversation with "Not until he memorizes his lines."

"Look at that," one of the Marines yelled, "the toughest guy in America, and he lets a woman push him around."

2 Col. Scene Mat SAH-5B

FOUR FIGHTERS FOR FREEDOM!

A United Front is formed against the Axis in Columbia's "Sahara," new thriller at the . . . . Theatre. It all comes about when an American tank commanded by film star Humphrey Bogart picks up some Allied stragglers and battles to hold off the Nazi advance on El Alamein. The four fighters shown above represent France, England and Australia.

Ringing Speech Highlights Big "Sahara" Scene

(Feature)

Every so often a picture comes along that contains a single speech which lingers long in the memory of the hearer. It will be talked of as an outstanding feature whenever and wherever the name of the film is mentioned. Sometimes these magnificent speeches fall to one of the lesser members of the cast. Who could forget the stirring words of the minister in the final scene of "Mrs. Miniver"? This season the rhetorical plum may well go to J. Carrol Naish because of his speech as an Italian prisoner of war in Columbia's heart-stirring drama, "Sahara," starring Humphrey Bogart at the . . . . Theatre.

Paul Muni delivered the celebrated "J'Accuse" speech in "Zola," castigating the French militarists and royalists who wanted to pervert justice and decency to save their own hides. In "Grapes of Wrath" Henry Fonda's rousing speech of farewell to Jane Darwell as his mother, reminding her and the world that there will always be little people fighting for life and for justice and for a share of the good things of this earth is unforgettable.

Two of Abraham Lincoln's speeches have become a part of the great motion picture tradition of outstanding speeches, one delivered by Charles Laughton and the other by Raymond Massey. In "Ruggles of Red Gap," Charles Laughton, as an English butler, delivered the memorable Gettysburg Address.

One of the highlights of Raymond Massey's career was his delivery of the Great Emancipator's farewell Springfield speech in "Abe Lincoln in Illinois."

Since Pearl Harbor the Office of War Information has asked Hollywood to cooperate in the war effort by making utterances for Democracy some portion of its films. In some cases there has been a judicious and wise inclusion of such speeches, carefully and logically worked into the picture. The speech by J. Carrol Naish in "Sahara" may well be considered among these.

As an Italian prisoner of war, captured by the British, he shares his cell with an arrogant Nazi flier, Kurt Kreuger, who tries to goad Naish into killing his captors and escaping for the glory of Hitler.

"We cannot do this," Guiseppe says, "thees man like me . . . I got no hate for thees men . . . I don't go with you . . . Italian ees not like German. You put uniform on us, but we don't have uniform on the soul. Mussolini! He een not so clever like Hitler . . . he can dress up the Italians to look like cheats and thieves and murderers . . . he cannot make them feel like that

"He put chains on us, but we don't got chains on the heart. Hitler dig holes in your heads . . . he take out all that is good and put in his own ten commandments . . . 'steal from thy neighbor,' 'cheat thy neighbor,' But Hitler don't dig hole in my head! Denounce me! Tell your Gestapo to put my wife in prison . . . take my bambina and tear out the eyes . . . tell your Gestapo . . . tell your Fuehrer. I won't kiss the hand that beats me and lick the boot that kicks me. Tell your Hitler . . . eet ees for men like him that *my* God created Hell!"

2 Col. Scene Mat SAH-9B

A WAY TO MAKE THEM TALK!

Throwing water on the ground in front of two thirsty prisoners is just about the best way to make them talk in any language. In this case the prisoners are two Nazi soldiers and the sergeant with the water is Humphrey Bogart. The scene is from Columbia's new adventure drama, "Sahara," currently being shown at the . . . . Theatre. Bruce Bennett, with the rifle, and Richard Nugent are the two Allied soldiers.

Tanks Are More Temperamental Than Film Stars

(Feature)

Napoleon once remarked that an army moves on its stomach. That might have been exclusively so during Napoleon's time, but the army of today depends on its octane rating. Film Director Zoltan Korda became well aware of this while he was directing Columbia's epic of desert warfare, "Sahara," which is now playing at the . . . . Theatre, starring Humphrey Bogart.

Director Korda spent three months on this, one of the toughest assignments of his career, his directorial accomplishments often depending on the whims of a 28-ton medium tank by name of Lulubelle. Directing the star, Humphrey Bogart, was a cinch. The supporting players, as lacking in temperament as Bogart, were equally easy to handle. But that sturdy Miss Lulubelle, really quite the heroine of "Sahara," very often wouldn't budge one inch along the hot sands of Imperial Valley Desert without plenty of coddling.

MUST BE FED

After months of working with this mechanized equipment I have at least a passing knowledge of some of the problems desert armies must face. I say that an army moves on its octane rating—and not on its stomach," says Mr. Korda.

Specifically he refers to Lulubelle's delicate carburetor, which refused to fire anything except a specified fuel. Lulubelle ran an ungenerous four miles to the gallon, and those gallons had to be of the right kind. There were half-tracks and jeeps, bull-dozers and tractors, too, which were all part of the motion picture retinue which had to be constantly on the move.

Next to gasoline, sandstorms produced Korda's most perplexing problem in the making of "Sahara." Sand has proven as wily an enemy for the Allies as Marshal Rommel; and even in the peaceful surroundings of Imperial Valley, sand did its bit to confuse and confound.

For example, a fine powder variety of sandy adobe wreaked havoc with some of the camera equipment used for the picture, and in the case of other machinery it necessitated washing cylinders, pistons and valves in precious gasoline to keep the grit from grinding away mechanical efficiency. The North African desert is littered with trucks, tanks, half-tracks, scout cars and other vehicles knocked out of action not by bombs and strafing, but by sand. In Imperial Valley, Columbia's mechanics could make extensive repairs without fear of overhead bombing, snipers, or sudden assaults.

RAINS DISASTROUS

Jeeps and tanks on the North African front can traverse anything except a ninety degree angle cliff; but trucks must carry ammunition, food and fuel. And for these trucks, roads must be built. Korda faced the same problem on the California desert.

Some thirty-five miles from the nearest town, Brawley, California, about fifteen miles of road were built under conditions not unlike those in Libya and Tunisia. And even after the roads were finished they had to be constantly repaired and levelled. Sudden desert showers, for example, turned the sandy adobe soil into roads more like skating rinks.

FIRST AID

Caches of bottled water and fuel stores were dug into the sand every several hundred yards along the twisting desert roads in case of emergency. Food was trucked out to the site once a day from Brawley, thirty-five miles away.

There was a doctor in attendance at all times, for the heat, sandstorms and change in diet and climate caused some cases of prostration. All members of the cast and crew were fed a daily ration of salt tablets to make up for salt deficiency as a result of excessive perspiration. Men were urged to wear colored glasses for sun glare and masks during dust storms.

"But," Korda recounts in summarizing his experiences, "these were minor problems. Our greatest difficulty was in feeding Lulubelle the right octane rating. You talk about your temperamental actors and actresses in Hollywood! Just try feeding Lulubelle something a half point below her recognized octane—and then see what happens."

3 Col. Scene Mat SAH-43C

WAR SCORCHED THRILLS ON TORRID DESERT!

Bursting cannon shells and roaring bombs smashed the Allies' defenses at Tobruk when the Nazis made their unsuccessful attempt to reach Alexandria. The scene above, which is from the Columbia drama, "Sahara," very clearly shows the horrendous battle conditions under which Allied soldiers fought on the Libyan Desert Humphrey Bogart is starred in the picture as Sergeant Gunn, two-fisted commander of a Yank tank. The film, which also features Rex Ingram, Bruce Bennett and J. Carrol Naish, is now on view at the . . . . Theatre.

WAR MAKES HEROES OF FILM VILLAINS

Bogart Joins in Fight Against the Axis!

(Feature)

One of the major effects of the war on Hollywood has been to turn some of the screen's most prominent bad men into good guys and heroes. The new supply of villains are now coming equipped with German and Japanese accents.

The most recent and outstanding reformation is that of Humphrey Bogart, who has finally achieved total hero status as an American tank sergeant in the battle of Libya. He's a two-fisted guy in Columbia's "Sahara," the mighty epic of desert warfare which is now showing at the . . . Theatre, but instead of being the screen's most villainous gangster, he's gone over lock, stock and barrel to law and order.

The way was paved in "Casablanca" and "Action in the North Atlantic," but those pictures still had overtones of tyoical Bogart mischief. "Sahara" makes the transformation complete.

Another conversion to good in "Sahara" is the case of Dan Duryea, who was the ratty young son in "The Little Foxes" and also made audiences hate him in "Ball of Fire" and "Pride of the Yankees." Now he joins Humphrey Bogart as a heroic Yank armoraider.

The same picture also changes J. Carrol Naish, for many years a screen meanie. Here he has a pathetic, sympathetic role for the first time. The only thing that keeps the change from being complete is that he has to wear an Axis uniform as an Italian prisoner captured in the desert.

George Sanders, who brought sneering villainy to a fine art on the screen, is now joining the ranks of the good boys in "Appointment in Berlin," and the movie industry and fans alike cheered the advent of a new villain when Alan Ladd made his debut as a heartless killer in "This Gun For Hire." But Ladd didn't have long to go along the road of crime. Paramount started his conversion to goodness in "Lucky Jordan" and has now made him a complete hero in "China."

It took the war to jolt Brian Donlevy out of the criminal rut. With "Wake Island" and now "Stand By For Action," Donlevy becomes a two-fisted fighter on the side of the people and has exchanged hisses for sympathetic applause.

Gone are the days when Edward G. (Little Caesar) Robinson would bump off rival gangsters without batting an eyelash. In Columbia's "Destroyer" he turns his lethal abilities into war-winning channels in the role of an American naval officer.

Even Sidney Greenstreet, whom Warner Bros. presented as a new type of suave menace in "The Maltese Falcon," has gone softie, beginning with "Casablanca." He'll probably wind up playing a jolly Santa Claus to a batch of Bogart's screen kiddies!

3 Col. Scene Mat SAH-10C

TANK CREW AWAITS THE ADVANCING ENEMY!

Using their tank for an observation post, these Allied soldiers keenly eye the horizon for any sign of the advancing Germans in this dramatic scene from the new Columbia epic film, "Sahara." Currently on view at the . . . . Theatre, the stirring picture stars Humphrey Bogart as Sergeant Gunn, tough American commander of the 28-ton tank, Lulubelle. Other members of the cast include Rex Ingram, J. Carrol Naish, Bruce Bennett, Patrick O'Moore, Richard Nugent and Dan Duryea.

Director Built Up Desert For Sahara Scenes

(General Feature)

By defying some of Hollywood's fundamental tenets, by ignoring a few of its basic precepts, Columbia Pictures has created one of the great films of this war in "Sahara," the story of Allied tank warfare against the Axis in North Africa, starring Humphrey Bogart, which is now showing at the . . . . Theatre.

Director Zoltan Korda, who is remembered for his production and direction of "Four Feathers," "Thief of Bagdad," "Sanders of the River," "Drums" and others, was determined to depict the locale of his story, the Sahara Desert, accurately. For his location site he selected a point thirty miles from the nearest town in Imperial Valley's Desert, halfway between Indio and Brawley, California, in the heart of Southern California's sanded wastes. Here was no rich, flowing sand, but the scrubby, hot terrain which foreign correspondent Ernie Pyle said more closely resembled the fighting area in North Africa than any spot on earth.

ALL MALE CAST

Director Korda also ruled women out of his cast, so that "Sahara" is a female-less cast —except for Lulubelle, 28-ton tank, bristling with all sorts of guns and cannon. At her controls is Humphrey Bogart as Sergeant Gunn, aided by Bruce Bennett and Dan Duryea as tank driver and radio operator respectively. Other men who join the three-man tank team, after a scene showing the fall of Tobruk, include Richard Nugent, Carl Harbord, Pat O'Moore, Lloyd Bridges, Guy Kingsford, Rex Ingram, J. Carrol Naish, Lewis Mercier and Kurt Krueger.

Passengers inside of and on top of Lulubelle in her hegira from Tobruk eastward to reformed British lines include a rich variety of nationalities: American, British, Australian, South African, Sudanese, Fighting French, two prisoners of war, Italian and Nazi, and Brooklynese in the person of Dan Duryea.

Aside from defying several Hollywood concepts about producing pictures in: (1) making the Sahara look like the Sahara, (2) excluding women from the cast, (3) beginning the film with a scene of Allied defeat at Tobruk, Director Korda further insisted on making all of his picture on location. Generally, close shots and interior sequences are made in the studio following the completion of essential location exterior sequences. However, to answer the script needs of shooting Sahara fortress interiors, Director Korda built a sound stage in the desert, rebuilt some of his desert fortress inside the stage and made his interiors there.

ROADWAYS BUILT

The problem of furnishing Director Korda's 150-man location unit with necessary supplies and equipment was a real problem in logistics. Months before the unit reported for work in the desert, a fleet of bulldozers was at work carving roads out of the Imperial Valley adobe and sand. In all, some thirty odd miles of roadway were built by Columbia technicians away from U. S. Highway 99.

In addition to the problem of keeping Columbia's rolling stock rolling, was the problem of supplying cast and crew with food and water. Water was rationed for all the men. Meals were brought out to location by a studio caterer daily who made the run from Brawley, the nearest town to the shooting site.

SCORCHING HEAT

Because of the intense heat, which rose to 120 degrees on occasion, all members of the cast and crew were supplied with Army-type salt tablets, and a doctor was in attendance at all times. There was only one case of sun stroke, and because of the doctor's well-heeded advice, no cases of bad sunburn. The studio supplied goggles for everyone, with instructions to use them at all times. The studio also shipped 150 hospital breathing masks down to the desert for cast and crew. Fine adobe dust of the Valley can have injurious effect on the lungs, and if inhaled for any length of time can result in a type of silicosis.

Which all means that "Sahara" comes to the screen with a quality of realism that is unsurpassable in a film production. Obviously, things must be right for Director Korda or he won't play.

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Sweeping the Desert Oddest Job in Films

(Reader)

The oddest job in the world was the one a member of the production crew had during the filming of Columbia's story of desert warfare, "Sahara," which stars Humphrey Bogart at the . . . . Theatre. This fellow's special task was to sweep the desert regularly, and certainly that sounds peculiar enough to warrant an explanation.

The story was filmed in the Imperial Valley Desert, and whenever Humphrey Bogart, who plays a Yank tank sergeant, drives his tank and crew across the screen, the public has to see them ploughing through smooth, virgin desert, untouched by human foot. But after a couple of rehearsals, and after each take, the desert looked as though an army of whirling dervishes had just used it as a happy hunting ground.

That was when Zoltan Korda, director of the picture, called in the sweeper. And Korda, by the way, got a big kick out of this unique phase of picture making. The latest method of desert sweeping—believe it or not it used to be done with brooms—introduced by Columbia on the "Sahara" set, is very simple and efficient. Along comes a fellow with a large sweeping machine, which is nothing more than a motor-driven airplane propellor, and creates an artificial sandstorm. In a few minutes the swirling, driving clouds of sand blow across the wasteland and cover all traces of human activity.

Actor Idles At War Plant

After 20 years in pictures, Louis Mercier has found a very happy solution for that dread "between pictures" period by leading a double life—as a defense factory worker and movie actor. Louis, who plays a leading supporting role in "Sahara," Columbia's epic of desert warfare which is now showing at the . . . Theatre starring Humphrey Bogart, found that his time between pictures hung heavy, especially these war days with everything going full blast. He applied for a job at the Lockheed Vega plant and worked out a plan with the foreman whereby he can take a leave of absence whenever a chance to work at his regular profession comes along. So, the minute he was through with "Sahara," he got his overalls and lunch box and hot-footed it right to the plant.

Peaceful Swiss Plays Bad Nazi

Kurt Kreuger, who plays the arrogant German flier in Columbia's stirring story of desert warfare, "Sahara," starring Humphrey Bogart at the . . . . Theatre, is the only Swiss actor on the American screen and he is Hollywood's latest discovery.

A ski champion in his native Switzerland, he came here in 1936 and went to Sun Valley, skiing capitol of America. There he became instructor to many screen stars, including Claudette Colbert, Ginger Rogers, Ray Milland and Norma Shearer.

3 Col. Special Publicity Mat SAH-7C

WITH TANKS AND GUNS AND COURAGEOUS MIGHT!

Fully aware of the fact that they were expendable, a small group of Allied soldiers bravely withstood the attack of a superior German force on the Libyan Desert so that their comrades-in-arms might live to fight another day. The epic story of these gallant men is magnificently brought to the screen in Columbia's "Sahara," now playing at the . . . . Theatre with Humphrey Bogart starred in the role of Sergeant Gunn, American tank commander.

TOUGH MAN BOGART MAKES WOMEN SIGH

He's the "Beat 'Em Then Kiss 'Em" Type

(Feature)

When Humphrey Bogart was given his first screen role, that of the itchy-fingered neurotic gangster in "The Petrified Forest," there wasn't a romantic lead in Hollywood who considered him serious competition. After all, they felt, how could this not-too-tall, slender, homely guy, who spat harsh words out of the side of his mouth, ever rate as a matinee idol? As a trigger man he was tops, no doubt of that. But no woman was going to be overwhelmed with emotional longings at the sight of him. Oh, no?

For their information — though they must know it now — Mr. Bogart's feminine following has been amazing right from the start. Women get that "want to be possessed" look when they watch him, and their sighs are not of the tender, delicate, swoony variety. There is a quality of vigorousness about their enthusiasm, for this tough actor's charm is the sort they react to definitely. There's nothing elusive about it. He represents the type of man who could say exciting things to a girl in the moonlight, but more than likely he'd be saying them to atone for a previous forgetful mood, when he practically beat her to a pulp.

Since the war, Mr. Bogart's feminine following has become even greater. Times like these arouse the fundamental quests for protection and survival because of a greater awareness of physical danger. Bogart looks as though there isn't an enemy tough enough to best him. While he's guarding the door, one's castle would be inviolate.

And in tune with the times, this hard-bitten screen gunman is becoming a pretty right guy. And this has not changed his interesting personality or diminished his box-office attraction. Aren't "Action in the North Atlantic" and "Casablanca" listed among his best? Getting right into the thick of the battle he can still be our old Bogart—tough and quick on the trigger. His tender moments have the same overtones they did in the days when he turned from the body of a mobster he'd just rubbed out to toss a potent glance at his dame of the moment. But his dame of the moment these days, for instance, is a tank—a lumbering twenty-eight ton tank named Lulubelle, who is his special love in Columbia's "Sahara," the epic of desert warfare which is now showing at the . . . . Theatre.

In "Sahara" Bogart speaks softly and tenderly to Lulubelle, urging her over the treacherous wastes of sand in search of water for the little group of Allied fighters he is leading. Lulubelle never lets him down, and women in the audience will understand that. When he turns to bark out orders to his men, here's the old Bogey, talking to them straight from the shoulder, just as he used to talk to his underlings in the mobster days, but now the steely eye and sure trigger are turned on an enemy who's trying to muscle in on his country.

But he can still thrill the dames with the idea that being married to a fellow who's liable to sock you between kisses might be fun. Dames is like that!

1 Col. Scene Mat SAH-6A

COME ON!

Boldly defying the Nazis to come out and fight, Humphrey Bogart takes this battling pose in one of the more thrilling moments of Columbia's "Sahara," actionful epic drama now at the . . . . Theatre, Zoltan Korda directed the exciting hit for Columbia.

Slim Actor Was "Fattest Baby"

Lloyd Bridges, who plays a featured role in Columbia's "Sahara," the epic of desert warfare starring Humphrey Bogart which is now showing at the . . . . Theatre, has a possession of which he is inordinately proud. It is a silver trophy cup which he won as an infant, and it was presented to him by the then President, William Howard Taft. Why was he so honored? For being "America's Fattest Baby!"

Actor Ingram's Strange Pets

Rex Ingram has three new additions to his large group of domestic pets. He caught them on the desert near where Columbia filmed "Sahara," the new Humphrey Bogart thriller now showing at the . . . . Theatre. They are "Lou the Lizard," "Chuck the Chuckawalla" and "Snappy the Snake."

2 Col. Scene Mat SAH-48B

HERE WE COME—YOU NAZIS!

With guns loaded, ready to fire, Dan Duryea, Humphrey Bogart and Bruce Bennett (from left to right) jump from their tank anxious to come to grips with the enemy in this scene from the Columbia thriller, "Sahara." The epic drama, now at the . . . . Theatre, is concerned with the adventures of an American tank and her crew during the flaming struggle for El Alamein.

2 Col. Scene Mat SAH-40B

LOST IN THE DESERT!

Sudanese Sergeant Rex Ingram searches the sun-scorched desert for some sign of life, while his Italian prisoner, played by J. Carrol Naish, helplessly toils along. The scene is from the new Columbia drama, "Sahara," currently being shown at the . . . . Theatre with Humphrey Bogart in the starring role. Zoltan Korda directed the film, which deals with the Allied defense of El Alamein against the Axis Afrika Korps.

Lady Lulubelle From Long Line Of Tank Nobility

(Feature)

Lulubelle, the American tank that is so important to the story of Columbia's "Sahara," the desert war epic now showing at the . . . . Theatre starring Humphrey Bogart, can trace her ancestry back twenty-five hundred years. Delving into earliest known records, we find the first tank appearing beneath the walls of ancient Jerusalem and the city of Phoenicia, Tyre, in 587 B.C. It was radically different in design and construction from the modern type, but the idea was the same. This ancient war wagon was employed by the Babylonian tyrant Nebuchadnezzar in his battle to dominate the world of Asia Minor.

Then we find Caesar talking of a tank in his "Gallic Wars," referring to her as looking like "an approaching tortoise," which indicates that the early ones must have been built very low to the ground.

In 1346 the French had what they called "mantelets." These were tortoise-shaped wagons, pushed from the rear, and the archers inside shot their arrows at the enemy through small apertures on the front and sides of their moving fortress.

The advent of guns and gunpowder changed warfare entirely and the celebrated German artist, Albrecht Durer, designed what is considered the first cannon-carrying tank. It had room for four men, and was propelled by them. Leonardo da Vinci, inventor as well as artist, designed many types of tanks for the Sforza and Medici families of Italy. He started with an improvement of the armored scythe-chariot, built with deadly scythes placed in front and back of the horse, and armored protection for the driver of the chariot.

In 1917, at the battle of Cambrai, the modern tank made its first appearance. It appeared on the horizon like a monster, striking terror to the hearts of the enemy.

Winston Churchill's tenacity was responsible for the tank, for although First Lord of the Admiralty the present Prime Minister nevertheless interested himself in what he then called "a land battleship." Over the protests of Army figures and in spite of prevailing indifference, Churchill finally had his way and the Holt farm tractor factory was turning out its first modern tanks, armored plate built over a tractor chassis.

The first American built tank was made in 1918 by the combined efforts of the Holt Tractor Company and General Electric. This had 90 horsepower, held six men, and carried a 75 mm. howitzer and two .30 caliber machine guns.

Lulubelle is a bit more formidable. For her role in "Sahara," as the special pet of two-fisted tank commander Humphrey Bogart, she carries a 75 mm. and 37 mm. gun in addition to .30 and .50 caliber machine guns. Her horsepower is greater, as is her maneuverability and her speed, not to mention her stamina, firepower and range.

Our Lulubelle may be a far cry from the covered chariot of an early era, but these two are surely sisters under the skin.

SHOW THIS 5-COL. PUBLICITY MAT TO EDITORS!

THEY WERE EXPENDABLE IN "SAHARA"

Scorching sun . . . endless sands . . . ceaseless battles . . . all took a terrific toll of the fighting men of the U. S. Armored Force in the Sahara Desert. Heroically refusing to surrender, they gallantly fought on against overwhelming odds so that their comrades-in-arms might have time to reform their lines at El Alamein. The story of this inspired struggle against the German Afrika Korps is magnificently brought to the screen by Columbia with Humphrey Bogart as Sergeant Gunn, fighting commander of a 28-ton General Grant tank.

THE LAST DROP OF WATER! Although ready to collapse from fatigue brought on by thirst, the gallant group of fighters gives the last of their precious water to ease the pain of a buddy dying as the result of a wound received during an encounter with a Nazi plane.

THE HEROIC GROUP MAKES A GALLANT CHOICE! Discussions are held between Bogart and the members of a British Army detachment which has joined the Yank tank crew. An inspiring speech by Bogart takes effect; the group is unanimous in their plan to fight on to the finish rather than surrender.

FOUR AGAINST FIVE HUNDRED! After making their stand at an abandoned fort, the valiant warriors fight to prevent a strong German force from obtaining the water the Nazis need so desperately. With odds stacked against them, the four remaining Allies fight on, knowing full well they are expendable.

IT'S NEWSY! IT'S TIMELY!

With invasion on everyone's lips, newspaper editors will certainly be interested in this eye-catching five-column feature mat. Writers and commentators everywhere are speaking about troops being expendable . . . this feature shows just how expendable they were in "Sahara"! And don't forget! It can also be used as a lobby display, outfront, or even for advertising art.

ORDER YOUR MATS NOW!

Available complete—with type and headline—this five-column mat may be obtained from your Columbia Exchange. **ORDER PUBLICITY MAT SAH-54E. PRICE 75c.**

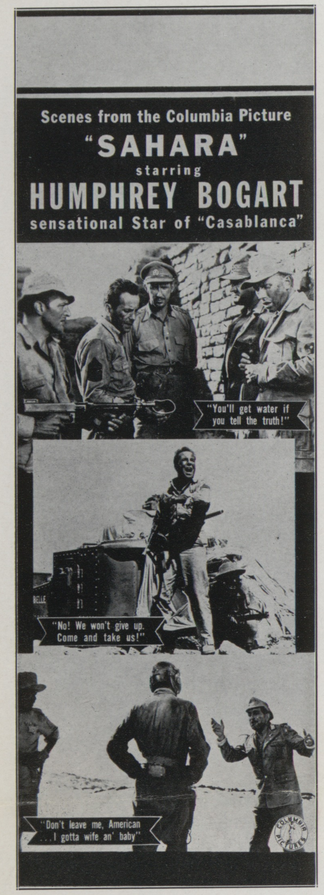
The stills used are: **Art No. 2, Production Stills Nos. 324, 21 and 396.**

They may be obtained at your Columbia Exchange and are sold for **10c Each.**

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

ACCESSORIES

STREAMLINE DISPLAY



Here is an attractive still display that's just what you'll need for main street store windows and counters. Of course, this 9½" x 28" accessory is suitable too for lobby displays or as marquee hangers when backed up. It comes to you with an easel back, making for easier planting and better display.

PRICES:

Each ..... .25
10 or more ..... Ea. .20

EYE-CATCHING WINDOW CARDS

Single

This pictorial colored window card fills the bill for all-around coverage. You can use it on posts or fences, in store windows or in the lobby. And backed up in three's, it makes a real attention-getting marquee hanger.

PRICES:

1 to 49 ..... Ea. .07
50 or more ... Ea. .06

Double

This 3-color 22" x 28" window card will prove to be one of the most important accessories you can use on "Sahara." Cleverly selling the action and the star of "Sahara," this double window card will be most effective in the leading stores in town. Note space for second feature.

PRICES:

Each ..... .10
Per 100 ..... 8.00

TICKET-SELLING CAR CARD

All busses, trolleys, subways and trains are jammed to capacity these days with workers going to and from their jobs. Alertly aware of this easy-to-find advertising audience, Columbia has prepared an especially attractive car card for your use on "Sahara." Standard size—11x21—these cards are prepared in two colors and may be obtained from your nearest Exchange at special prices. Order early and put them to work as soon as possible.

PRICE: 7 Cents Each

SOCK DISPLAYS

In selling "Sahara," all showmen are urged to go in for displays of every type, giving this bang-up adventure film the top-notch selling campaign it deserves. Wide use of posters, window cards, stills and other selling items will prove of exceptional value at the box-office. In addition to the regular Columbia accessories, illustrated in the pages of this press book, National Screen Service has prepared a number of attractive oil paint and silk screen box-office displays on "Sahara." For further information—write directly to:

NATIONAL SCREEN ACCESSORIES, INC.
630 Ninth Avenue
New York City

SELL "SAHARA" WITH STILLS

PRODUCTION SET These twenty-five smash action stills have been chosen with an eye toward those lobby frames outside your theatre. Black and white flats, they are perfect for local tie-ups, too.

Per Set (25) ..... $2.50 **Each ..... .10**

NEWSPAPER SET Humphrey Bogart is a big name to movie editors these days and this set of twenty-five newspaper stills sells Bogart the way editors like him . . . in action! Also sells the other stars.

Per Set (25) ..... $2.50 **Each ..... .10**

ART SET The unusual art work used in the ad campaign on "Sahara" has won the praise of showmen everywhere. The key elements in this powerful campaign have been photographed and are available as stills.

Per Set (11) ..... $1.10 **Each ..... .10**

REX INGRAM SET In certain neighborhoods, stills of Rex Ingram, one of the stars of the show, will prove of special value. A set of ten stills is ready if you can use them.

Per Set (10) ..... $1.00 **Each ..... .10**

ACCESSORIES

22 x 28 B
SLIDE (Same Design)

22 x 28 A

14 x 36 INSERT CARD

LOBBIES

EIGHT 11 x 14's
(Set "A")

ADDITIONAL ACCESSORIES

Besides the sock displays, lobbies and posters shown on these accessory pages, many other items of interest to showmen are illustrated in the exploitation section of this press book. Every wise exhibitor will want to see the following:

SMASH 40" x 60" ..... Page Five
SOCK TABLOID ..... Page Fourteen
11 x 14 STILLS (Set "C") ..... **Page Fourteen**
11 x 14 LOBBY CARDS (Set "B") .. **Page Fourteen**

ORDER EARLY!

Circumstances beyond our control make shipping a very difficult job these days. It is almost impossible to insure delivery by a specified date, with all modern carriers being used for emergency shipments of war goods. Therefore, we urge all theatres to get their accessories orders in EARLY. You will avoid useless inconvenience by placing your orders as soon as possible.

ACCESSORIES PRICE LIST ON "SAHARA"

POSTERS

24 Sheet	ea.	2.40
6 Sheet	ea.	.90
3 Sheet	ea.	.45
1 Sheet ("A")	ea.	.15
1 Sheet ("B")	ea.	.15

LOBBY DISPLAY CARDS

Set of 8—11 x 14's (Set "A")	per set	.75
Two 22 x 28's	ea.	.40
14 x 36 Insert Card	ea.	.25
11 x 14 Lobby Cards (Set "B") Set of 4	per set	.30
Each		.08
11 x 14 Stills (Set "C") Set of 15	per set	3.00
Each		.25

STILLS

Production Set (25)	per set	2.50
Newspaper Set (25)	per set	2.50
Art Set (11)	per set	1.10
Rex Ingram Set (10)	per set	1.00
All Single Stills	ea.	.10

SINGLE WINDOW CARD

1-49	ea.	.07
50 or more	ea.	.06

DOUBLE WINDOW CARD

Each		.10
Per 100		8.00

SLIDE

One Style colored	ea.	.15

TABLOID

1M to 9M	per M	3.50
10M to 49M	per M	3.25
50M or over	per M	3.00

Prices, including imprint, F.O.B. Appleton, Wisconsin, are:

3M to 9M	per M	3.75
10M to 49M	per M	3.50
50M or more	per M	3.00

40 x 60 PHOTO-GELATIN

Each		1.00

11 x 21 CAR CARD

Each		.07

STREAMLINED DISPLAYS

Each		.25
10 or more	ea.	.20

ADS AND SCENES

Mats	per col.	.15

ABOVE PRICES APPLY ONLY TO EXCHANGES IN THE UNITED STATES

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VICTORY IS A JOB FOR EVERYONE!

What Are **YOU** *as a Showman Doing to Help Preserve the Four Freedoms?*

DISPLAY OWI POSTERS PROMINENTLY IN YOUR LOBBY

•

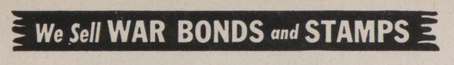
The finest artists in the nation are creating America's war posters.

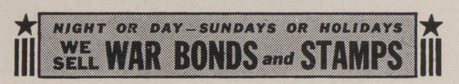
Through arrangement with the OWI and the War Activities Committee, these posters are distributed, GRATIS, through the facilities of the National Screen Accessories Exchanges. If you're not receiving these posters regularly, get in touch with your nearest National Screen office.

At the right is one of the latest posters issued by the OWI. Each month new designs are added.

•

USE A WAR BOND SLUG IN EVERY NEWSPAPER AD





Composite mat containing all of these ad slugs may be obtained GRATIS from your nearest National Screen Accessories Exchange

THERE are no vacations from war effort! Helping win this conflict is a 365 day a year job for every one of us on the Home Front just as it is for the boys on the many battlefronts of the world. Sure, there have been a lot of drives, and there'll be a lot more before peace again comes to the world. We, as showmen, must lend our talents and facilities to help all phases of the war effort.

The men in the armed forces are watching this industry. They know that the theatres are doing one of the biggest jobs on the home front. HERE ARE 10 WAYS IN WHICH YOU CAN HELP WIN THE WAR:

1. SELLING WAR BONDS AND STAMPS!

A bond booth in your lobby, staffed by volunteers at all busy hours, will help. Go a little further and stage an occasional bond rally in your theatre . . . a Heroes Night, a Bond Premiere, or some other enthusiastic, spirit-rousing affair.

2. THE SCRAP DRIVE!

The scrap drive to secure for Uncle Sam, old iron, copper, other metals, and rubber, will continue for the duration. The COPPER DRIVE is most vital at this moment. (Get a Copper Drive press book from the War Activities Committee.)

3. DISPLAY GOVERNMENT POSTERS!

The Office of War Information and the Treasury Department are producing some fine posters these days. Have a permanent place in your lobby to display them.

4. RUN GOVERNMENT SHORTS!

The screen is a potent medium for informing our people of the immensity and complexity of this war. It is important for morale that they SEE what is being done, as well as read about it in the newspapers and listen to wordage on the air. Don't sluff off these shorts—90% of them are extremely entertaining and informative.

5. HELP THE RED CROSS!

The finest non-sectarian, non-political organization in the world is the American Red Cross. It is doing heroic work in saving the lives of our men the world over. Help the RED CROSS BLOOD DONOR drive by permitting nurses to take applications in your lobby.

6. HELP TO RECRUIT WACS, WAVES, MARINES!

Every woman who enters our country's service means another man freed from desk duties and non-combatant work to add to our strength on the fighting fronts. Allow any one (or all) of these groups to recruit in your lobby. Arrange special stage stunts to bring them before your audiences.

7. ASSIST IN CIVILIAN DEFENSE!

Civilian Defense organizations are strictly voluntary. They need recruits . . . and they need funds. These organizations must be equipped to function effectively. If you are called upon to help, do so.

8. VICTORY BOOK DRIVE!

Imagine yourself alone in a strange city many miles from your home and book-shelves, or passing the slow hours in a crowded transport heading for one of the theatres of war. Dull? Of course, but a good book would relieve the monotony. Help secure these books for the Victory Book Committee, which supplies canteens, service clubs, and ships, with books. Put a display in your lobby asking for books. Alongside, place a receptacle to receive these books.

9. HONOR ROLLS IN LOBBIES!

Erect theatre honor rolls dedicated to the local boys in service. Patrons leave the names and address of their relatives and friends in service. Many theatres use photographs of the boys in service. Build attractive board in lobby and have your sign shop print the names and addresses of the boys on insert cards, or directly on the board. Honor rolls in theatre lobbies help to build morale.

10. BE A LEADER IN ALL PATRIOTIC CAMPAIGNS!

There's nothing so productive of good will as taking an ACTIVE part in all worth-while drives. Make your theatre outstanding as one of the motivating forces behind every campaign. You're a showman and far better equipped to make a lot of noise than the average merchant or professional man. If Uncle Sam asks for keys, get 'em for him! If he wants old silk stockings for powder bags and parachutes, make it your business to find them. If a wave of absenteeism is affecting your war factories, give some tickets as prizes for 100% time-clock records.

PRINTED IN U.S.A.

SAHARA

ADVERTISING CAMPAIGN

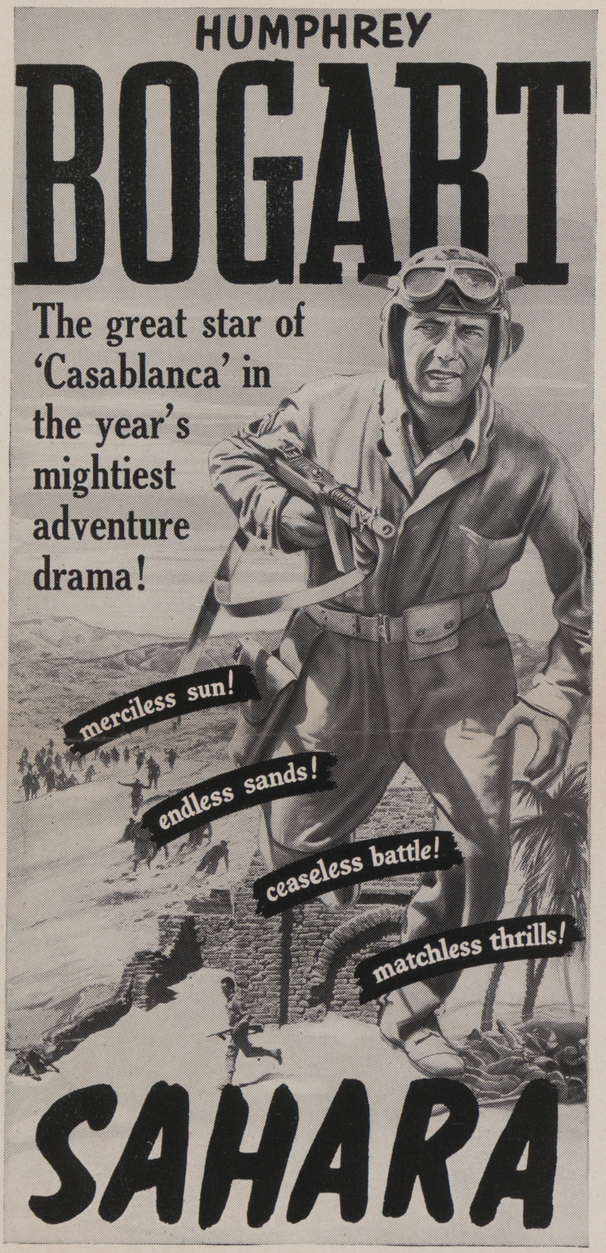
Copyright Columbia Pictures Corp., 1943

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

1000 Line Ad Mat SAH-39H—8 Cols. x 125 Lines

800 Line Ad Mat SAH-28F—3 Cols. x 166 Lines and 3 Cols. x 100 Lines

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)



with BRUCE BENNETT • J. CARROL NAISH • LLOYD BRIDGES
Screen play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA • A COLUMBIA PICTURE

600 Line Ad Mat SAH-33C—3 Cols. x 200 Lines

Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA,

800 Line Ad Mat
SAH-14C
3 Cols. x 266 Lines

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA • A COLUMBIA PICTURE

600 Line Ad Mat SAH-38E—5 Cols. x 120 Lines

BILLING

HUMPHREY BOGART 100%

in

"SAHARA" 100%

with

BRUCE BENNETT • J. CARROL NAISH • LLOYD BRIDGES 20%

Screen Play by John Howard Lawson and Zoltan Korda 10%

Directed by ZOLTAN KORDA 15%

A COLUMBIA PICTURE 20%

600 Line Ad Mat SAH-37D—4 Cols. x 150 Lines

Price of All Mats:

15c Per Col.

At Your Local

Columbia Exchange

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

AT LAST IT CAN BE TOLD!
The stirring, dramatic story of epic adventure in the desert. Sensational..emotional..memorable!
HUMPHREY
BOGART
great star of "Casablanca"
in
SAHARA
with Bruce Bennett · J. Carrol Naish · Lloyd Bridges
Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA
A COLUMBIA PICTURE

500 Line Ad Mat SAH-15B—2 Cols. x 250 Lines

NOW IT CAN BE TOLD!
The mighty epic story of adventure in the desert...in all its heart-stirring splendor!
endless sands!
HUMPHREY
BOGART
IN
matchless thrills!
SAHARA
with BRUCE BENNETT
J. CARROL NAISH · LLOYD BRIDGES
A COLUMBIA PICTURE
Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA

400 Line Ad Mat SAH-13B—2 Cols. x 200 Lines

NOW IT CAN BE TOLD...IN ALL ITS STIRRING SPLENDOR!
HUMPHREY
BOGART
GREAT STAR OF "CASABLANCA" IN
SAHARA
merciless sun!
endless sands!
matchless thrills!
with BRUCE BENNETT • J. CARROL NAISH • LLOYD BRIDGES • Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA • A COLUMBIA PICTURE

400 Line Ad Mat SAH-31D—4 Cols. x 100 Lines

The star of "Casablanca" in the year's mightiest adventure drama!
HUMPHREY
BOGART
merciless sun!
endless sands!
matchless thrills!
SAHARA
with BRUCE BENNETT • J. CARROL NAISH • LLOYD BRIDGES • Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA • A COLUMBIA PICTURE

300 Line Ad Mat SAH-30C—3 Cols. x 100 Lines

WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

300 Line Ad Mat SAH-34B—2 Cols. x 150 Lines

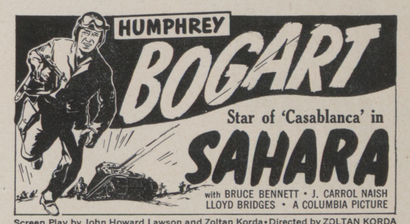
200 Line Ad Mat SAH-29B—2 Cols. x 100 Lines

Ad Mat SAH-17B—2 Cols. x 77 Lines (154 Lines)

Ad Mat SAH-25B—2 Cols. x 15 Lines (30 Lines)

Ad Mat SAH-20B—2 Cols. x 58 Lines (116 Lines)

Ad Mat SAH-32B—2 Cols. x 37 Lines (74 Lines)



Ad Mat SAH-27B—2 Cols. x 31 Lines (62 Lines)

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Ad Mat SAH-23A—1 Col. x 98 L.

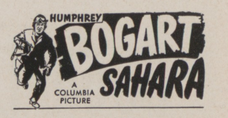
Ad Mat SAH-21A—1 Col. x 69 L.

Ad Mat SAH-22A—1 Col. x 85 L.

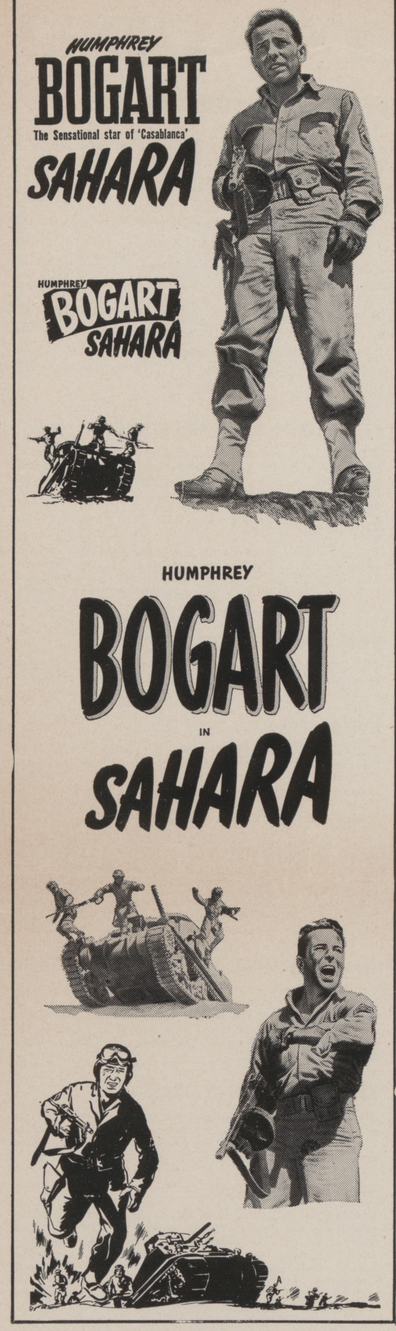
Ad Mat SAH-19A—1 Col. x 40 L.

Screen Play by John Howard Lawson and Zoltan Korda • Directed by ZOLTAN KORDA

Ad Mat SAH-16A—1 Col. x 60 L.



Ad Mat SAH-24A—1 Col. x 14 L.



UTILITY AD MAT

"Sahara," one of the year's biggest adventure films, sells Humphrey Bogart, one of the year's biggest stars. All of the ads capitalize on the public's demand for action and Bogart by stressing both to an extraordinary degree. This utility ad mat, specially prepared from the elements used in the ad campaign, is a "must" in your promotion on "Sahara." It's perfect for preparing special leaflets, special advertising, dealer co-ops, etc.

ORDER MAT NO. SAH-44B

PRICE . . . . . Ea. .30

SPECIAL ART STILLS

The exciting art work, prepared specially for the advertising campaign on "Sahara," has been photographed for your use. Made into eleven black and white stills, this material should be invaluable to smart showmen in planning their program for blow-ups, special ads, displays, etc. They are available at all Columbia Exchanges and may be obtained, either in sets, or as individual stills. Stills are 8" x 10".

PER SET: (11) $1.10

EACH STILL 10

ART 1

ART 2

ART 5

ART 9

ART 10

ART 7

ART 8

ART 24

ART 6

ART 4

ART 11

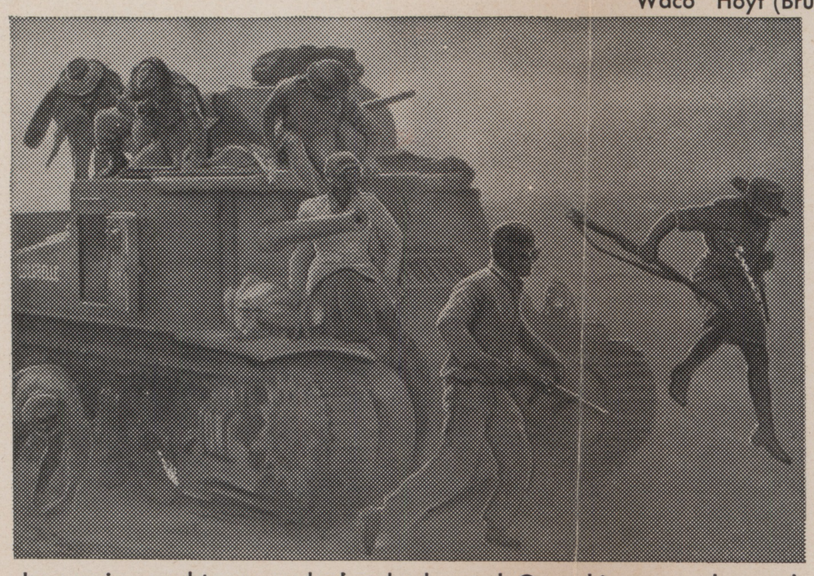
WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

THE PICTURE STORY OF "SAHARA"

Here it is! The epic drama of war in the desert, presenting Humphrey Bogart, the sensational star of "Casablanca", in a vivid portrayal of a tough U. S. Army sergeant. "Sahara", produced by Columbia Pictures under the direction of Zoltan Korda, is the strange and exciting saga of a little group of Allied fighters who places its destiny in the hands of two-fisted Sergeant Gunn, Yank tank commander. Lost in the treacherous sandy wastes, their parched tongues and tortured minds tell the story of the brave men who rose from initial defeat to the heights of victory in the North African campaign.

Humphrey Bogart, as Sergeant Gunn, defies the Nazis as he shouts to them, "Well, why don't you come over and get us?" It's a "do or die stand" after a tough battle.

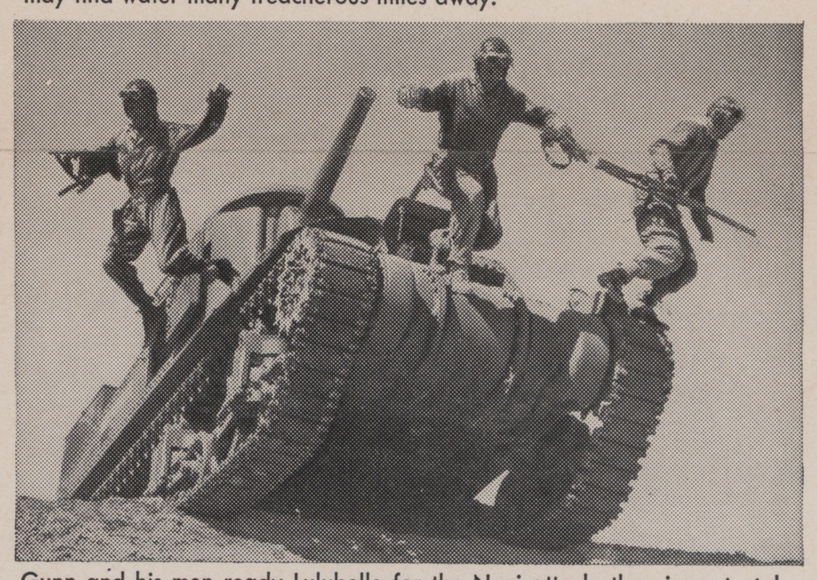
Lulubelle, the twenty-eight ton tank commanded by Sergeant Gunn (Humphrey Bogart), starts on her history-making desert trek under heavy German fire, after her occupants have received orders to retreat. With Gunn in the tank are Jimmy Doyle (Dan Duryea), radio operator, and "Waco" Hoyt (Bruce Bennett), mechanic.



In a raging sandstorm, parched and exhausted, Gunn, his men, and several Allied stragglers picked up by Lulubelle, rush for the shelter of Fort Bir Acroma, bayonets fixed against skulking enemies.

Terror strikes at the hearts of the weary band of fighters when they reach a well, only to find it dry! Tambul, a Sudanese (Rex Ingram), tells Gunn they may find water many treacherous miles away.

Capturing two Nazis who have come ahead of a German detachment in a jeep, Sergeant Gunn spills water to the ground in front of them, goading the thirst-crazed men into giving vital information.



Gunn and his men ready Lulubelle for the Nazi attack, then jump to take sheltered positions as they see the Germans approaching. They are determined to fight it out, against all odds!

Dying as a result of a wound received in the fight with the Nazi plane, one of the English soldiers (Lloyd Bridges) is cared for by his buddy. Half conscious, he doesn't know he is getting the last drop of water.

Well-armed but thirsty Nazis attack the fort which is being so valiantly defended by the small group of expendables. Gunn has succeeded in making the Nazis think he has plenty of men and water.

The Allied group, under orders from Sergeant Gunn, shoots down a Nazi plane which had opened fire on Lulubelle. They take the arrogant German pilot prisoner after he is forced to bail out.

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