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EXHIBITOR'S CAMPAIGN SHEET

Orient Beckons CinemaScope

(Sunday Feature)

The Orient is becoming so popular with American film producers these days that Tokyo is frequently referred to as "Hollywood on the Sumida"—after the Sumida river which meanders through the heart of the Japanese capital.

Twentieth Century-Fox started the heira to Japan when it transported a troupe of forty players and technicians to Tokyo to film all exterior scenes for "House of Bamboo," a thrilling local premiere on . . . at the . . . Theatre. Among the stars in the group were Robert Ryan, Robert Stack, Shirley Yamaguchi, Japan's leading feminine stars, and Cameron Mitchell, the late Producer Buddy Adler and Director Samuel Fuller were in charge of the expedition.

Fuller explained that Hollywood's sudden awareness of the Orient stems from a number of diverse factors.

"I'd say that CinemaScope is the primary reason," he said, "the wide screens show much more of the background and it is impossible to duplicate in Hollywood what we can capture for the screen on the actual locale. Secondly, one of the happier results of World War II has been the breaking down of barriers between East and West. In America, at least, people's thinking has been changed a great deal by the G.I. marriages to Japanese girls. Previously, we have been unable to go farther than 'Madame Butterfly,' in which lovers try but fail to clear the hurdle of tradition. Without giving away the plot of 'House of Bamboo,' I can say that we break away from the limitations of 'Butterfly.' Incidentally, the romance between Robert Stack and Shirley Yamaguchi in this picture only recently has been made possible by revisions of the Motion Picture Code, the American film industry's self-censorship agreement."

The director asserted that besides these main causes there are subsidiary ones such as the development of safe trans-oceanic air transport; receptivity of Eastern peoples to motion pictures, and the assistance of U.S. Armed Forces.

Shirley Yamaguchi Top Japanese Star



This bathing beauty is none other than Shirley Yamaguchi, last seen in "Japanese War Bride" and returning in "House of Bamboo," CinemaScope thriller set in Japan, coming . . . to the . . . Theatre. Mat 1A

CinemaScope "House Of Bamboo," Thriller Set In Tokyo, Due Here

SYNOPSIS

(Not for Publication)

Sandy Dawson (Robert Ryan) and Griff (Cameron Mitchell), renegade American G.I.'s, are leaders of an organized group of gangsters operating in Tokyo along the lines employed by the Capone gang in Chicago during prohibition days. To break up the gang's nefarious activities Inspector Kita (Sessue Hayakawa) of Tokyo Metropolitan police enlists the help of Captain Hanson (Brad Dexter) of the U.S. Military Police Criminal Investigation Detachment. They bring in Eddie Spanier (Robert Stack) as an undercover agent and after a holdup of a Tokyo factory in which Webber, a member of the gang who is secretly married to Mariko Nagoya (Shirley Yamaguchi) is killed, Eddie succeeds in becoming one of the gang.

Eddie reports to Inspector Kita on Sandy's activities in providing "protection" in Tokyo's Pachinko parlors, a Japanese version of pin-ball games. When he returns to Sandy's headquarters Sandy asks where he has been. To cover up, he replies "with a kimono." Sandy and Griff seek out Mariko but she protects Eddie and to keep up the pretense has to move into his quarters. Although she loses "face" and is reviled by the Japanese who think she is living immorally with a foreigner she is fond of Eddie and, when Griff bursts in on them, she embraces him.

Sandy tells Eddie the gang is to take a \$100,000 payroll at a factory on an island in Tokyo Bay and gives him a "burp gun" to use. In briefing the gang he tells them that anyone wounded or taken captive will be slain by his fellows for protection of the rest. Eddie tries to get word to the police but fails. During the holdup he is wounded but Sandy decides not to kill him.

Eddie tells Mariko his true identity and asks her to communicate with Captain Hanson and tell him what has happened. When Eddie recovers from his wounds Sandy announces they will hold up a bank armored car containing a million yen. The job is plotted in military style but Eddie has Mariko tip-off the Tokyo police and the raid is cancelled. Sandy suspects that Eddie is the traitor in their midst and arranges for them to make a raid on a little pearl dealer at Matsuma department store. During the raid Eddie is slugged and propped up so the Tokyo police will kill him when they arrive after a tip-off from Sandy.

As the police arrive Eddie falls over and when Charlie goes to prop him up again, he is killed instead. A terrific gun battle between the gang and the police takes place on the roof of the department store. Eddie kills Sandy and the gang is wiped out.

The Shape of Things

Japanese women are endowed with just as many curves as American women, including Marilyn Monroe, according to Shirley Yamaguchi, Japanese film star, who has a stellar role with Robert Stack, Robert Ryan and Cameron Mitchell in "House of Bamboo," which begins an engagement on . . . at the . . . Theatre.

"It's our national costume, the kimono, which may have given the contrary impression," Miss Yamaguchi said and went on to explain that there is a kimono reform going on now as a part and parcel of the post-World War II emergence of Japanese womanhood from the restraint of centuries.

Although many of her countrywomen have adopted the dress of the western world Miss Yamaguchi still wears the kimono but in a streamlined form. Designed by her husband, Isamu Noguchi, the noted impressionist Nisei sculptor, and Parisian couturier Pierre Balmain, Miss Yamaguchi's kimonos are fitted at the bust and hips and the traditional obi, or sash, is narrowed and confined to a single wrapping, secured by a zipper.

All this is in marked contrast to the traditional garment cut in one piece from a single strip of cloth 36 yards long and bound at the waist by an obi, one foot wide and 12 feet long.

"With three or four thicknesses of heavy silk at the waist, the obi itself de-emphasizes the figure," Miss Yamaguchi explained, "and when it binds the loose folds of the kimono, there is no figure left."

Tokyo Rockettes Make Film Debut

Frequently described by Americans as "The Japanese Rockettes," the Shochiku Girls Revue Troupe, from Tokyo's famed Kokusai theatre, will be introduced to the world audience in "House of Bamboo," the Twentieth Century-Fox melodrama in CinemaScope and De Luxe color which opens on . . . at the . . . Theatre.

Hayakawa Returns

Sessue Hayakawa, whose name was a by-word among movie fans in the days of silent films in Hollywood, returns again to American pictures as a Tokyo police inspector in "House of Bamboo," Twentieth Century-Fox's melodrama in CinemaScope and De Luxe color now playing at the . . . Theatre. It is his first part in America since 1951 when he was brought back to Hollywood from Paris for "Three Came Home."

(ADVANCE)

In "House of Bamboo" Twentieth Century-Fox brings to the screen in CinemaScope and De Luxe color the bizarre beauty of Tokyo and a suspense thriller which utilizes new concepts in Oriental thinking brought about by World War II. To accomplish this Twentieth Century-Fox transported a troupe of 40 players and technicians to Japan to

Tokyo Teahouse



The star quartet of "House of Bamboo" finds itself grouped around the teahouse table in this Tokyo-set, Tokyo-filmed CinemaScope production now at the . . . Theatre. Reading from the left are Cameron Mitchell, Japan's own Shirley Yamaguchi, Robert Stack and Robert Ryan. Mat 2B

CAST

Sandy Dawson	Robert Ryan
Eddie Spanier	Robert Stack
Mariko	Shirley Yamaguchi
Griff	Cameron Mitchell
Captain Hanson	Brad Dexter
Inspector Kita	Sessue Hayakawa
Webber	Biff Elliot
Ceran	Sandro Giglio
Japanese Screaming Woman	Elko Hanabusa
John	Harry Carey
Willy	Peter Gray
Phil	Robert Quarry
Charlie	De Forest Kelley
Skipper	John Doucette
Nagaya	Teru Shimada
Doctor	Robert Hosoi
Bartender	Jack Maeshiro
Bath Attendant	May Takasugi
Mr. Hommaru	Robert Okazaki

STAFF

Produced by	Buddy Adler
Directed by	Samuel Fuller
Written by	Harry Kleiner
Additional Dialogue by	Samuel Fuller
Music	Leigh Harline
Conducted by	Lionel Newman
Director of Photography	Joe MacDonald, A.S.C.
Art Direction	Lyle R. Wheeler, Addison Hehr
Set Decorations	Walter M. Scott, Stuart A. Reiss
Special Photographic Effects	Ray Kellogg
Film Editor	James B. Clark, A.C.E.
Wardrobe Direction	Charles Le Maire
Orchestration	Edward B. Powell
Makeup by	Ben Nye
Hair Styling by	Helen Turpin
Sound	John D. Stack, Harry M. Leonard
Assistant Director	David Silver
CinemaScope Lenses by	Bausch & Lomb
Color by De Luxe	
Color Consultant	Leonard Doss

film all the exterior scenes for the melodrama which will be seen here on . . . at the . . . Theatre.

Heading the list of players that the late Buddy Adler and Director Samuel Fuller took to the third largest city in the world were Robert Ryan, Robert Stack, Shirley Yamaguchi and Cameron Mitchell, who have the starring roles, and Brad Dexter, Biff Elliot and Sandro Giglio. In Tokyo, Sessue Hayakawa, famed Japanese star in the days of silent American movies, was added to the impressive cast which also includes Elko Hanabusa, prominent star in Japan, as well as a number of native players and hundreds of Japanese extras.

Among the scenes to be seen in "House of Bamboo" are the famous "Ant City," a community of derelict humanity on the banks of the Sumida River, which meanders through the Japanese capital; "The Ginza," the city's elite shopping center; Anakusa, Tokyo's theatrical district; the Edebashi Bridge; the Fuji Sanroku railroad with Mount Fujiyama, one of Japan's greatest natural wonders, for its backdrop; the approaches to the Imperial palace and other Tokyo beauty spots. Also the Sochiku Girls Revue troupe, from Tokyo's famed Kokusai Theatre, is introduced in the picture.

In the teeming life of Tokyo the story of "House of Bamboo" is unfolded, giving it a background never before used for a melodrama. Harry Kleiner's script deals with a band of American gangsters—the off-scouring of military prisons—who remain over in Tokyo and start criminal operations under the leadership of Robert Ryan. Robert Stack, acting as a secret agent of the American authorities, poses as a discharged army prisoner and worms his way into membership in the gang. With the aid of Shirley Yamaguchi, as a music hall girl whose American husband was killed serving as an accomplice of the gang, he sets out to trap the mobsters. Tension, swift action and gripping emotion mount as the melodrama progresses to its gripping climax.

The beautiful scenic investiture for "House of Bamboo" was accomplished by cameraman Joe MacDonald, who maneuvered his CinemaScope cameras to take the spectator into the life, the tempo and atmosphere of Japan as it has never been portrayed to the Occident before.

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WHEN THE
U. S. MPC
USED A
KIMONO GIRL
TO SMASH
TOKYO'S
UNDERGROUND
NETWORK
OF TERROR!

20th Century-Fox presents
house



of bamboo

starring
**ROBERT RYAN
ROBERT STACK
SHIRLEY YAMAGUCHI
CAMERON MITCHELL**
with Sessue Hayakawa
Sandro Giglio

FILED WHERE
IT HAPPENED
in
CINEMASCOPE
COLOR by DE LUXE

Produced by **BUDDY ADLER** Directed and Additional Dialogue by **SAMUEL FULLER** Written by **HARRY KLEINER**
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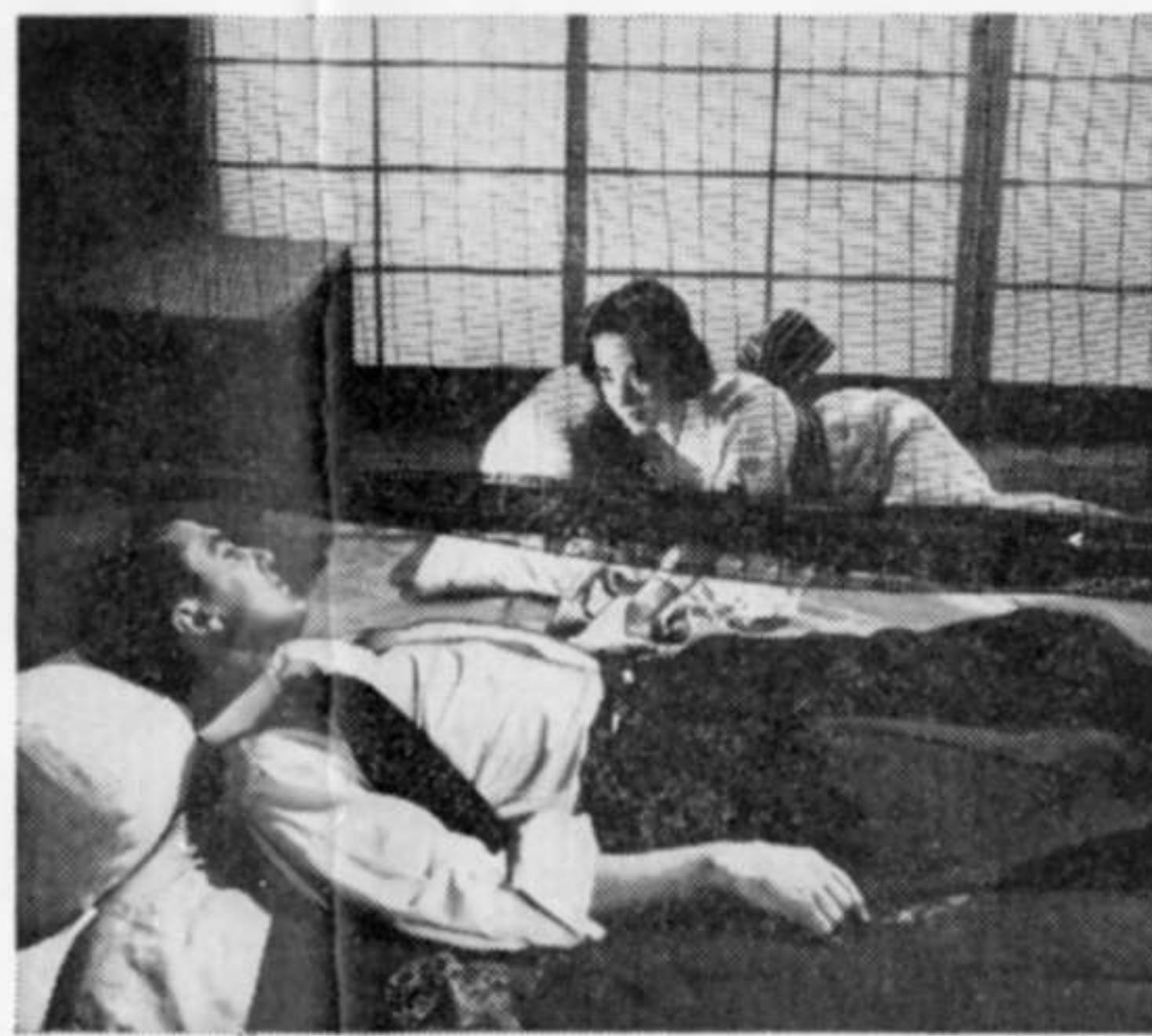


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Mat 2C

The story
Tokyo
couldn't
hide...
Washington
couldn't
hold back!



house of bamboo



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Mat 1D



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(2 Cols. x 2 Inches)

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The
story
Tokyo
couldn't
hide...
Washington
couldn't
hold
back!

20th Century-Fox presents
house of bamboo



starring **ROBERT RYAN
ROBERT STACK
SHIRLEY YAMAGUCHI
CAMERON MITCHELL**
with Sessue Hayakawa
Sandro Giglio

CINEMASCOPE
PICTURE
COLOR by DE LUXE

Produced by **BUDDY ADLER** Directed and Additional Dialogue by **SAMUEL FULLER** Written by **HARRY KLEINER**
In the wonder of STEREOGRAPHIC SOUND

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THE STORY TOKYO
COULDN'T HIDE...
WASHINGTON
COULDN'T HOLD
BACK!...How the
U.S. MPCl and the
Japanese Security
Police used a
Kimono girl to
smash the underworld
of the Orient!



starring
ROBERT ROBERT
RYAN-STACK
SHIRLEY
YAMAGUCHI
CAMERON
MITCHELL



20th Century-Fox presents

house of bamboo

A **CINEMASCOPE**® PICTURE

with BRAD DEXTER • SESSUE HAYAKAWA • BIFF ELLIOT • SANDRO GIGLIO • ELKO HANABUSA

Produced by
BUDDY ADLER • SAMUEL FULLER • HARRY KLEINER

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S I G N A T U R E



It soars to
the dizzyest
heights of
drama and
suspense!



20th CENTURY-FOX presents

house of bamboo



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STARRING

ROBERT RYAN · ROBERT STACK

SHIRLEY YAMAGUCHI · CAMERON MITCHELL

...AND BRAD DEXTER · JESSIE NAKAHARA · RIFE ELIOT · SANDRO CICLIO · ELNO MORABUSA

PRODUCED BY

DIRECTED BY

WRITTEN BY

BUDDY ADLER · SAMUEL FULLER · HARRY KLEINER

Stars In Film



Robert Ryan has one of his meatiest dramatic roles in the Cinema-Scope offering, "House of Bamboo," which opened yesterday to audience and press acclaim at the Theatre.

Tokyo Trio



Shirley Yamguchi, Robert Ryan (rear) and Robert Stack have the leading roles in the suspense thriller, "House of Bamboo," filmed in actual, exotic Japanese locations and currently on view at the Theatre. Buddy Adler produced, Samuel Fuller directed and Harry Kleiner wrote the Twentieth Century-Fox CinemaScope offering.

Ryan Says U. S. Films OK for Red KO Abroad

Robert Ryan, who went to Japan with a company of forty from Twentieth Century-Fox studios in Hollywood to make "House of Bamboo," soon to be premiered at the

..... Theatre, is convinced that American movies are the best propaganda our country has in combating Communism in Japan.

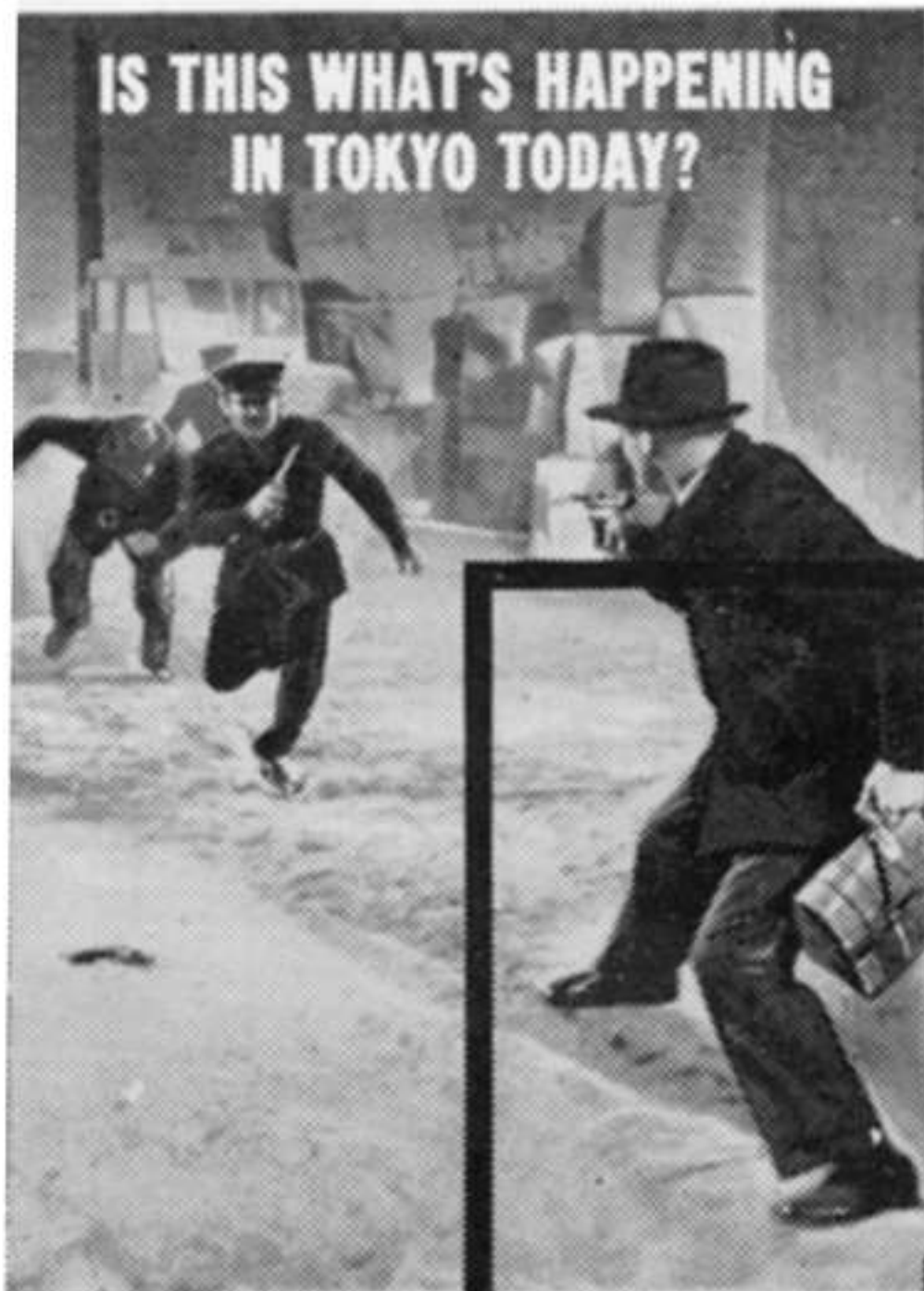
"The Nipponese are good customers for Hollywood movies," Ryan, who co-stars with Robert Stack, Shirley Yamaguchi, popular Japanese film star, and Cameron Mitchell in the CinemaScope melodrama, explained. "They're a ready-made audience of men women and children to be won over to the democratic way of living and thinking."

The appearances of American film stars such as Bob Hope, Marilyn Monroe, the late Al Jolson and others who had gone to Korea to entertain American troops and also did shows in Tokyo to which the public was invited gave the Japanese a desire for more personal appearances by our film stars, according to Ryan. It would be a good investment, as well as a decisive blow to Chinese and Russian brands of Communism for Hollywood to sponsor more such appearances in Japan, he said.

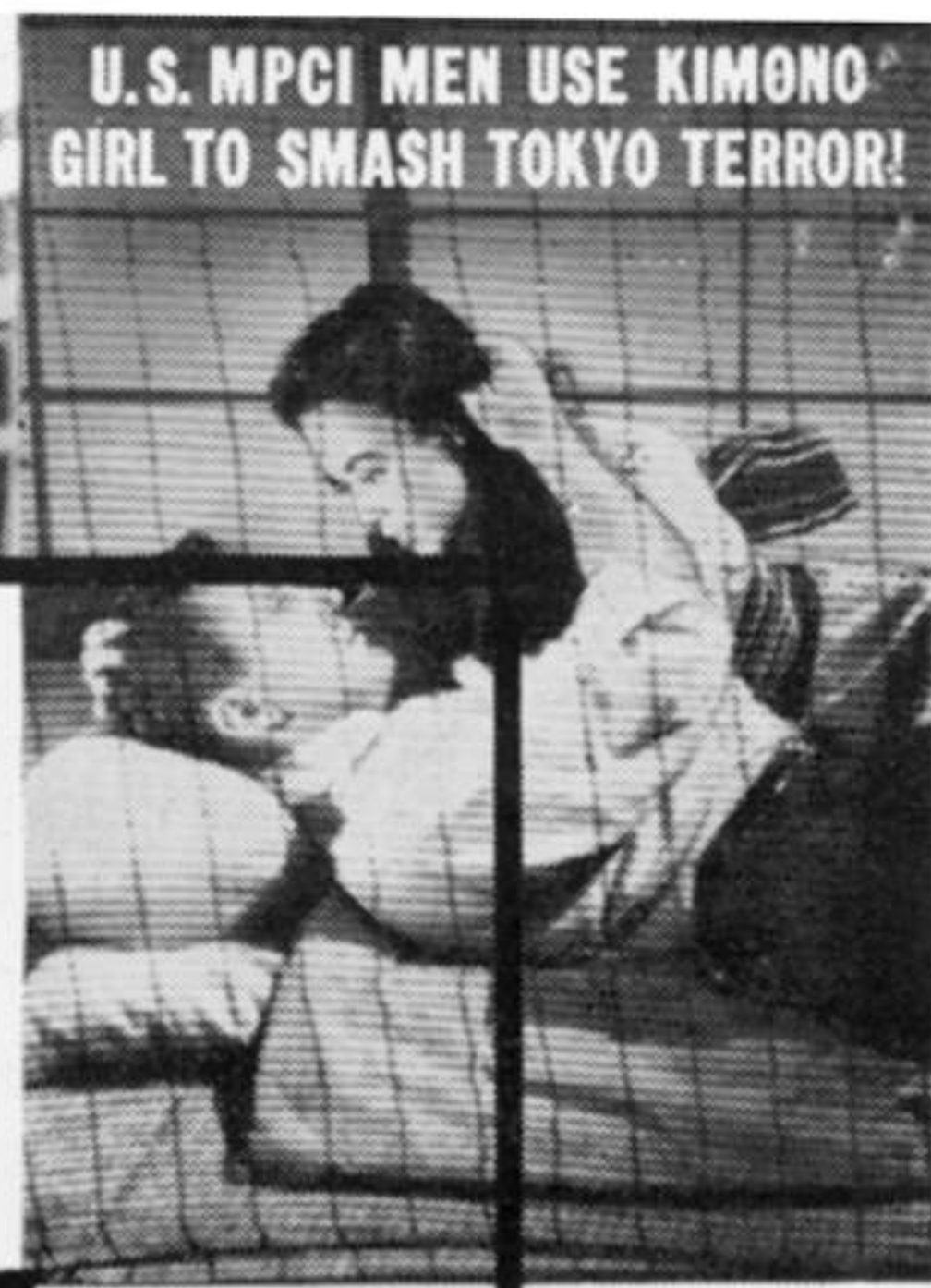
"Wherever we went in the Island Empire to film scenes for 'House of Bamboo' we received a warm welcome and were treated royally," Ryan added.

Ryan, a rugged 6-foot-3, 194 pounds, who plays the role of the leader of a band of gangsters who remain in Japan after the war to carry on criminal operations, has one of his toughest roles in "House of Bamboo," which is his thirty-third picture since he became a star in Hollywood fifteen years ago.

IS THIS WHAT'S HAPPENING
IN TOKYO TODAY?



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GIRL TO SMASH TOKYO TERROR!



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TOKYO COULDN'T HIDE—
WASHINGTON
COULDN'T HOLD BACK!

20th
Century-Fox
presents

HOUSE OF BAMBOO

starring

ROBERT RYAN · ROBERT STACK
SHIRLEY YAMAGUCHI
CAMERON MITCHELL

with SESSUE HAYAKAWA · SANDRO GIGLIO

Produced by Directed and additional dialogue by

BUDDY ADLER · SAMUEL FULLER

Written by **HARRY KLEINER**

COLOR by DE LUXE

STEREOPHONIC SOUND

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TOKYO UNDERWORLD!



IN JAPAN, A WOMAN IS
TAUGHT FROM CHILDHOOD TO
PLEASE A MAN!



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Far East, and the Tokyo
Metropolitan Police.

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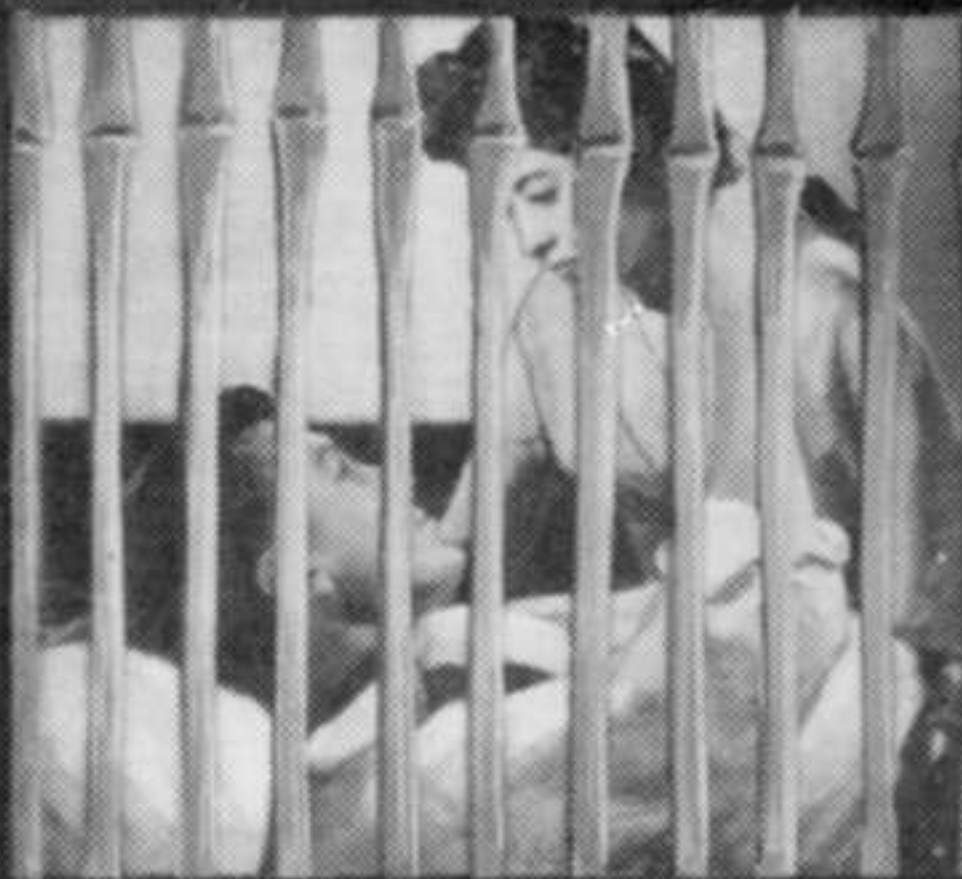


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brings the
story Tokyo
couldn't
hide...
**Washington
couldn't
hold back!**

Filmed on the spot
with the cooperation of
the U.S. Army Far
East, the Japanese
Government and the
Tokyo Metropolitan
Police!...



When the
U.S. MPCl
and the Japanese
security police
used a kimono
girl to smash
the underworld
of the Orient!



house of bamboo

from 20th Century-Fox
starring **ROBERT RYAN • ROBERT STACK**
SHIRLEY YAMAGUCHI • CAMERON MITCHELL

with **BRAD DEXTER • SESSUE HAYAKAWA • BIFF ELLIOT • SANDRO GIGLIO • ELKO HANABUSA**

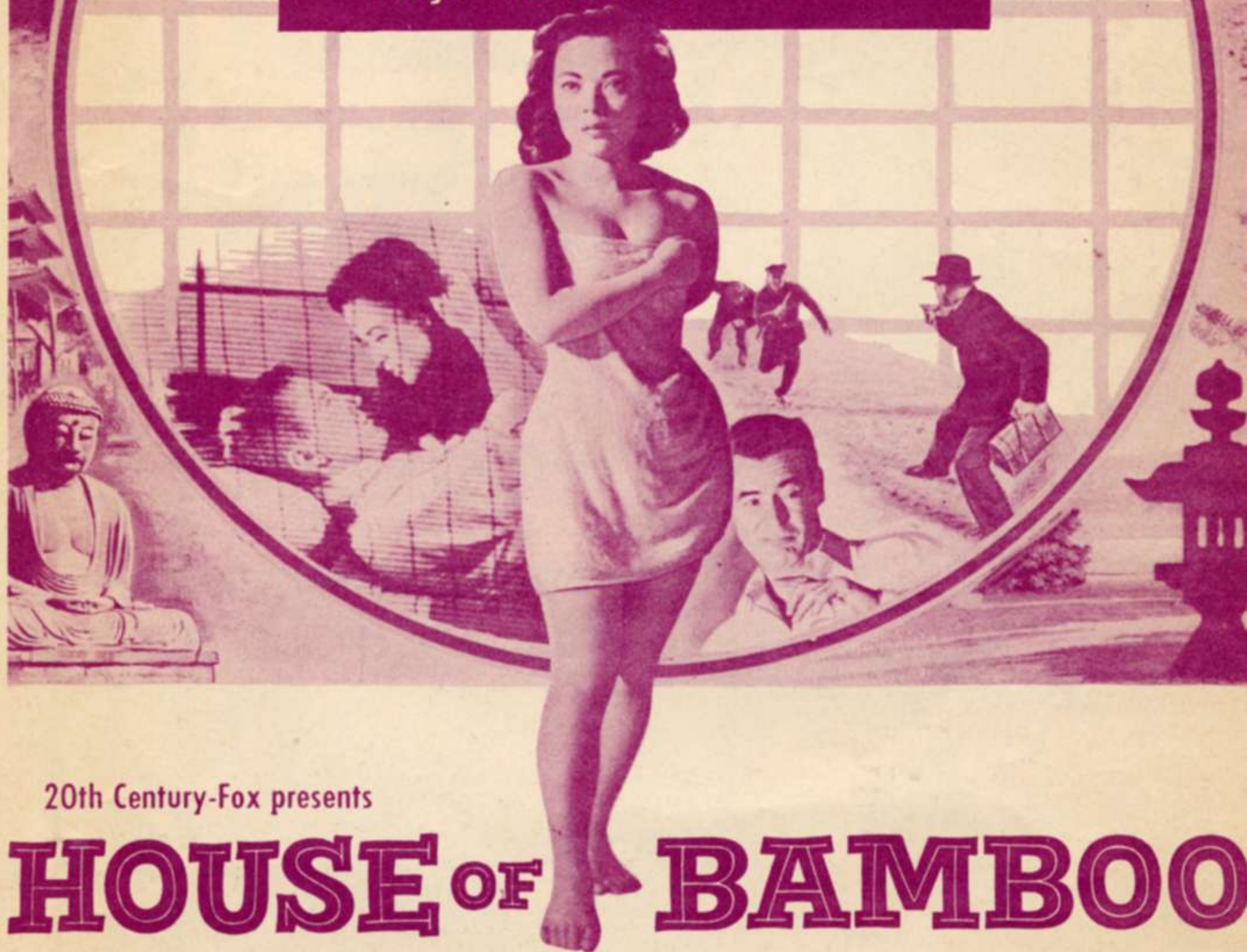


Produced by **BUDDY ADLER** • Directed and Additional Dialogue by **SAMUEL FULLER** • Written by **HARRY KLEINER**

COLOR by DE LUXE • In STEREOPHONIC SOUND

THE STORY TOKYO COULDN'T HIDE...
WASHINGTON COULDN'T HOLD BACK!

When the U.S. MPCl and the
Japanese Security Police used
a Kimono Girl to smash the
Tokyo underworld!



20th Century-Fox presents

HOUSE OF BAMBOO

CINEMASCOPE[®] PICTURE

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"I'm afraid they'll kill me the way they killed my husband!"

Out of the land where a woman is taught from childhood to please a man comes the drama **CINEMASCOPE** had to film on the spot ...in the teeming, swarming streets of Tokyo and along its dangerous waterfronts.

LITHO IN U.S.A.



"All the men have Kimono girls. I need one I can trust!"



"The American Army has quite a record on you. Tokyo doesn't want undesirables—Get Out!"



"Twentieth Century-Fox gratefully acknowledges the contributions of the 51st Military Police Criminal Investigation Unit and the 519th Military Police Battalion of the United States Army Forces Far East and Eighth Army, as well as of the Government of Japan and the Tokyo Metropolitan Police Department, whose cooperation was unstinting throughout the production of this film."

20th Century-Fox presents
**house
of
bamboo**

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"CinemaScope—Reg. Trademark of 20th Century-Fox Film Corp. ©"



"Can't you police leave us alone—even in here?"



"Any man hurt on a job is killed on the spot—nobody lives to answer questions!"

starring
**ROBERT RYAN
ROBERT STACK
SHIRLEY YAMAGUCHI
CAMERON MITCHELL**

with SESSUE HAYAKAWA • SANDRO GIGLIO

Produced by
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Directed and Additional Dialogue by
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Written by
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