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SAMUEL BRONSTON PRESENTS

HESTON GARDNER NIVEN
55 DAYS AT PEKING

FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR - MUSIC BY DIMITRI TIOMKIN

PHILIP YORDAN and BERNARD GORDON · NICHOLAS RAY · SAMUEL BRONSTON

PHOTOGRAPHED BY 70 MM SUPER TECHNIRAMA* TECHNICOLOR* · DISTRIBUTED BY ALLIED ARTISTS

FACTS AND FIGURES

Samuel Bronston's successor to his triumphant "El Cid" is based on a story known to history as the Boxer Uprising. It took place in the Tartar city of Peking, where a small garrison of brave men, women and children of eleven nations were besieged for 55 days, not only by the lanatica? Boxers. but by the Imperial Chinese Army as well. Never, in all the annals of wartare, has there been a stranger nor more exciting episode.

How Peking Was Brought to Spain

International tensions being what they are today, it was obviously impossible to send a company to China to film "55 Days at Peking." So Samuel Bronston brought Peking to Spain.

As a result of exhaustive research and planning, the movie Peking stands as the most authentic motion picture set ever constructed anywhere. To erect it, 1.100 workmen toiled for five months to have it ready for director Nicholas Ray to stage his first scene within its Imperial City area.

Bronston's Peking covers a large part of a 250-acre leased section of the sprawling 50,000-acre rancho grande of the Marques de Villabragima at Las Matas, 16 miles from Madrid. It lies near the foot of the Sierra Guadarrama Mountains on the road to the lamous El Escorial. Not only does the topography taithfully suggest that of the real Peking, but through the area flows a small canal that needed little changing to duplicate the one around which the legations of 11 nations clustered within the besieged city during that lateful summer of 1900.

Adjacent to the turn-of-the-century Chinese city was a smaller city of modern buildings which housed construction offices, drafting rooms, wardrobe, make-up, hairdressing and property departments, a plaster shop, rest rooms, a kitchen and dining room to feed as many as 1.000 people at a single sitting. A greenhouse was built and stables prepared for camels, goats, cows, burros and a herd of Mongolian-type horses. The latter are, in reality, a species of small mountain ponies rounded up in Asturias, Galicia, Pamplona, Avila and Salamanca and trained for film work by expert horsemen from the Spanish cavalry.

More than 240,000,000 board leet of lumber of varying widths was required to cover the 250 miles of scaffolding. For the outer walls, 40 feet high and wide enough to drive lour carriages abreast along their tops, a realistic surfacing was devised. Plaster molds were made from still standing turn-of-the-century Spanish walls and sectional casts from these produced perfect brick and cement walls.

Good Fortune Plays a Part in the Costuming

Authenticity for the costuming of principal players in Chinese roles in "55 Days at Peking" was secured through an unexpected stroke of good fortune when the film's executive associate producer. Michael Waszynski. and production designers, Veniero Colasanti and John Moore, were able to secure what is said to be the finest collection of royal Chinese robes in existence today for the production.

The collection consists of some of the actual state costumes worn by Dowager Empress Tzu Hsi during her rule of China, by Prince Tuan, president of the Yamen at the time, and two dozen court costumes of the period. Designed in labulously-hued silks and hand-decorated in exquisite detail. the collection is insured for \$150,000, but is, in fact, priceless.

The Oriental linery was secured from a prominent tamily in Florence. who insisted that their identity remain secret. The lamily had inherited it from a member who had been on the staff of the Italian Embassy in Peking at the time the empress and her court fled from the palace during the Boxer Uprising.

Owners of the valuable collection had been considering the idea of disposing of it to a museum and were at first loath to part with it to the tilm company at any price. The contract was signed when the Bronston company revealed its plans to place the costumes on exhibition in museums throughout the world simultaneously with the exhibition of "55 Days of Peking" in each country.

The Oriental Invasion of Spain

Spain, which over the centuries has been invaded by Carthaginians, Romans, Goths and Moors, has experienced a Chinese invasion as a result of the filming of "55 Days at Peking" in Madrid.

The sudden surge of Orientals to the Iberian Peninsula was occasioned by the fact that in all of Spain there were approximately only 350 adult Chinese before the start of filming on the Samuel Bronston film and 1,200 were needed over the five-month shooting schedule.

To supplement all the Spanish Chinese who could be induced to shave their heads or wear pigtails in the film, others were brought by plane, train and their own automobiles from London, Rome, and Marseilles. But, aside from a few European professionals, supplemented by a handful brought from Hollywood for definite roles, most of them were seeing a motion picture camera for the first time.

At the time of the Boxer Uprising, there were lewer inhabitants in the encircled city than the workmen required to reconstruct it in Spain. However, during the lilming of the climactic action involving Charlton Heston, Ava Gardner, David Niven and the international cast, there were times when as many as 6,500 extras and actors surged over its walls and through its streets under the direction of Nicholas Ray and Andrew Marton, director of second unit operations. They turned in literally miles of film to be cut and carefully assembled into the finished product by film editor. Robert Lawrence. At the same time. Dimitri Tiomkin, who composed and conducted the score, was highlighting the orchestration of each scene with rare Chinese instruments dating back to Kublai Khan. And assisting on every detail throughout the production was Alan Brown, associate producer.

Thus, filmed in Super Technizama Technicolor, the Philip Yordan and Bernard Gordon screenplay brings one of history's most exciting pages to the screen.

China, During the Siege of Peking

At live o'clock on the alternoon of June 20, 1900, a horde of fanatical Chinese flung themselves at Himsy barricades hurriedly mounted by the guards of eleven loreign legations in the city of Peking. Thus started the siege of Peking.

Ancient China was in her death throes, making a final attempt to drive out the modern world. Directing the effort was the last of the Manchu rulers, the aged Dowager Empress Tzu Hsi, a brilliant, merciless, and crafty woman but of another era. Opposed to progress in a time when mechanization and invention were taking giant strides, she tried vainly to stem the Western tide.

Her Imperial Army was poorly organized and ill-equipped. Those lew troops with Western training and weapons were controlled by generals who bickered among themselves, and others were officered by Europeans. Then she lound what she thought would be her salvation, and indeed the salvation of Ching . . . a fanatical religious group called "The Fists of Righteous Harmony."

Within short months Western newspapermen were calling them the Boxers, as they reported a growing tide of pillage, murder and arson. The Boxers practiced secret rites which they believed would make a man impervious to swords or bullets, a tantasy which was soon proven quite laise. All foreigners and all Christians, native or loreign, were their enemies. Their slogan was "Protect the country, destroy the foreigners," Members of the foreign legations in Peking, representing England, United States. Germany, France, Japan. Italy, Russia, Belgium, Holland, Spain and Austria-Hungary protested the murder of missionaries and destruction of property, but were put off with honeyed words from the throne. At the same time edicts went out to the provinces protecting the Boxers. Encouraged by the empress the murderous bands, wearing their red turbans and sashes, moved into the city of Peking.

It was too late for the envoys to escape to the coast where a Western lleet had gathered. Small detachments of marines and sailors, who were assigned to the legations of the eleven nations, numbered only 500. Arrayed against them was the most populous country of the world. Then came June 20 and the Boxers attacked.

Again and again they stormed the legations. The marines and sailors, who were defending almost three thousand civilians—women and children of the ambassadors, native Christian converts, missionaries and otherslought valiantly and successfully. Days turned into weeks as they fought on, waiting in vain for a relief column from the coast which had been cut off.

The Imperial Army added its strength to the Boxer forces. Within the compound the besieged ran short of food and slaughtered ponies in the stables. Milk for the children, who numbered in the hundreds, came from one cow, while the adults washed their pony meat down with champagne, from a ruined shop. A second relief force was formed from the Western Heel. The Taku lotts on the coast were conquered. Then Tientsin was taken. and on through the inflamed countryside to the walls of Peking marched the relief column. On August 14 they stormed the city and drove out the Boxers, Imperial Army and the Dowager Empress. The siege, after 55 days, WOS OVER.

Heston, Gardner, Niven Starred

Charlton Heston, Ava Gardner and David Niven topline the cast of nearly 7,000, including 10 costars, of Samuel Bronston's production of "55 Days At Peking," now at thetheatre. The film tells one of the biggest stories of the century, the Boxer Uprising in China.

Heston is cast as a United States Marine Corps major, commanding a detachment assigned to the legation in Peking, Miss Gardner portrays the alluring and enticing Russian noblewoman who captivates him. Niven is seen as the charming British envoy at the court of Dowager Empress Tzu Hsi. portrayed by Flora Robson.

Nicholas Ray directed "55 Days At Peking" from an original screenplay by Philip Yordan and Bernard Gordon and Dimitri Tiomkin composed the music for it. Filmed in Super Technicama Technicolor, the motion picture is being released here by Allied Artists.

LARGEST SET

The largest motion picture set ever constructed was the replica of Peking at the time of the Boxer Uprising built for use in filming Samuel Bronston's production of "55 Days At Peking," now at thetheatre. The film stars Charlton Heston, Ava Gardner and David Niven and tells of the handful of men and women of the 11 legations in Peking who fought the hordes of fanatics during the historic Siege of Peking.



55 Days At Peking Mat -- 113 The alluring Ava Gardner (above) portrays a glamorous Russian baroness in Samuel Bronston's spectacular production of "55 Days At Peking." Charlton Heston and David Niven star with her.

courage and intense human emotions unfolds before the vast canvas of the Boxer Uprising in China at the turn of the century, Starred with Heston and Miss Gardner, cast as a United States Marine Corps major and an international adventuress, is David Niven, who portrays a British envoy. Stars Finally

Cast Together Although Charlton Heston and Ava Gardner each has starred opposite many of Filmland's other top-drawer luminaries, Samuel Bronston's production of "55 Days At Peking," now at the..... theatre, marks the first time they

have been east together.

55 Days At Peking

In this dramatic story played against the Boxer Uprising in China in 1900, Heston portrays a United States Marine major. The ever alluring Miss Gardner is cast as an intriguing baroness. They meet in Peking, and are befriended by the British envoy, played by David Niven, who completes the triumvirate of stars in Bronston's new screen epic.

Directed by Nicholas Ray, '55 Days At Peking" was written by Philip Yordan and Bernard Gordon and the music was by Dimitri Tiomkin. In Super Technirama Technicolor, it is being distributed here by Allied Artists.

THE CAST

The alluring Ava Gardner and the ruggedly handsome Charlton Heston find time for romance in

Samuel Bronston's multi-million dollar production of "55 Days At Peking," The story telling of raw

Mat -- 3B

Major Matt Lewis	CHARLTON HESTON
Baroness Natalie Ivanoff	AVA GARDNEI
Sir Arthur Robertson, British Envoy	DAVID NIVEN
The Dowager Empress Tzu Hsi	
Sergeant Harry	JOHN IRELAND
Father de Bearn	
General Jung-Lu	LEO GENN
Prince Tuan	ROBERT HELPMANN
Colonel Shiba	ICHIZO ITAM
Baron Sergei Ivanoff	KURT KASZNAF
Julliard	PHILIPPE LEROY
Dr. Steinfeldt	PAUL LUKAS
Teresa	LYNNE SUE MOON
Lady Sarah Robertson	ELIZABETH SELLARS
Garibaldi	MASSIMO SERATO
Major Bobrinski	JACQUES SERNAS
Lieut. Andy Marshall	JEROME THOP
Smythe	GEOFFREY BAYLDON
Capt. Hanselman	JOSEPH FURST
Capt. Hoffman	WALTER GOTELI
Gerald	ALFRED LYNCH
Spanish Minister	ALFREDO MAYO
Hugo Bergmann	MARTIN MILLER
Mme. Gaumaire	CONCHITA MONTES
Italian Minister	JOSE NIETO
Baron Von Meck	ERIC POHLMANN
Gaumaire	ARAM STEPHAM
Capt. Hanley	ROBERT URQUHART
Sergeant Britten	Ex. R.S.M. BRITTAIN
Dutch Minister	FELIX DEFAUCE
Austrian Minister	ANDRE ESTERHAZY
Japanese Minister	CARLOS CASARAVILLA
Belgian Minister	FERNANDO SANCHO
Chiang	MICHAEL CHOW
United States Marine	



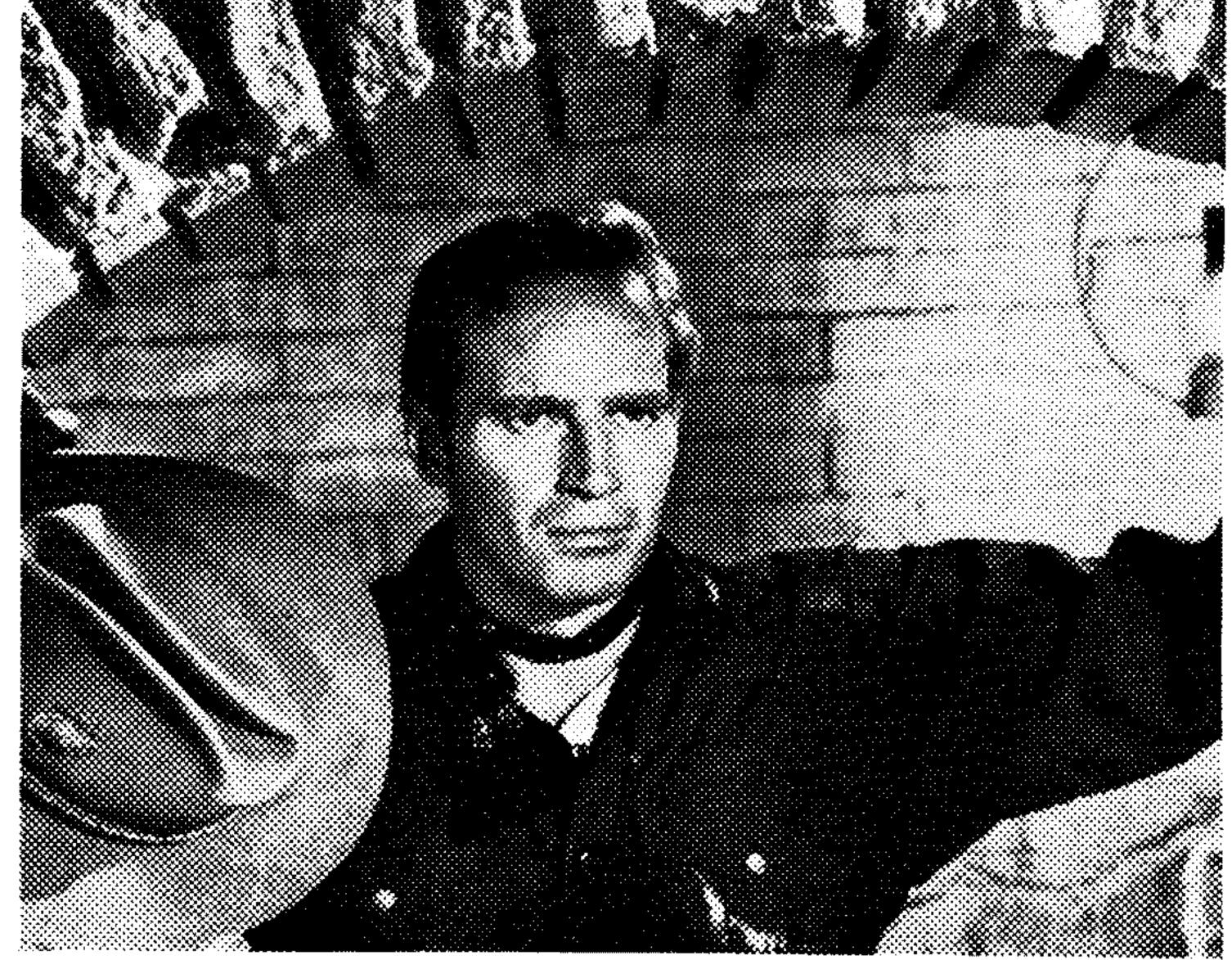
Charlton Heston (left), Ava Gardner and David Niven star in Samuel Bronston's multi-million dollar production of "55 Days At Peking," played against the backdrop of the Boxer Uprising in China, Heston portrays a United States Marine Corps major, Miss Gardner a glamorous Russian noblewoman and Niveo a British atiplomat.

PRODUCTION CREDITS

SAMUEL	BRONSTO
NICI	HOLAS RA
ICHAEL V	WASZYNSE
DIMIT	RI TIOMKII
PHIL	IP YORDAI
BERNAR	D GORDOI
Designers II and JO	HN MOOR
	NICI ICHAEL V DIMIT PHIL BERNAR Designers

Original Screenplay by	PHILIP YORDAN	
	and BERNARD GORDON	
Set Decorators, Production and Costume Designers		
	OLASANTI and JOHN MOORE	
Director of Photography		
Director 2nd Unit Operations		
Associate Producer		
Film Editor	ROBERT LAWRENCE	
Title Paintings by	DONG KINGMAN	
Second Unit Director	NOEL HOWARD	
Executive Production Manager		
Assistant Director—1st Unit	JOSE LOPEZ RODERO	
Assistant Director—2nd Unit	JOSE MARIA OCHOA	
Casting	MAUDE SPECTOR	
Sound Mixer	DAVID HILDYARD	
Sound Re-Recorded by	GORDON K. McCALLUM	
Sound Effects Editor	MILTON BURROW	
Music Editor	RICHARD HARRIS	
Master of Properties	STANLEY DETLIE	
Special Effects		
Second Unit Cameraman	MANUEL BERENGUER, A.S.C.	
Assistant Editor	MAGDALENA PARADELL	
Supervising Technician	CARL GIBSON	
Supervising Electrician	BRUNO PASQUALINI	
Head of Wardrobe	GLORIA MUSSETTA	
Makeup		
Hairdressing		
Miss Gardner's Hair Styles	ALEXANDRE DE PARIS	
Continuity	LUCIE LICHTIG	
Technical Advisor COL. J. R.	JOHNSON, D.S.O., O.B.E., M.C.	
Lyrics to "So Little Time" by	PAUL FRANCIS WEBSTER	

Filmed in the Samuel Bronston Studios, Madrid Photographed in Super Technicalor



55 Days At Peking

Mat-2JCharlton Heston (above) reaches new acting heights as a United States Marine Corps major in Samuel Bronston's production of "55 Days At Peking." Starring with him are Ava Gardner as an alluring Russian baroness and David Niven as a British envoy at the Court of China.

Powerful Entertainment In '55 Days At Peking'

Samuel Bronston's production of "55 Days At Peking" is powerful screen entertainment that completely captures the wide scale of human emotions and raw courage unleashed by the Boxer Uprising, one of the century's most momentous events. The film will take its place with the greatest of all

With Charlton Heston, Ava Gardner and David Niven topping a cast of nearly 7,000, the spectacular multi-million dollar film in Super Technirama Technicolor opened yesterday at the.....theatre. The audience was held in awe by its edge-of-the-seat excitement and magnificence.

It is a perfect blend of high adventure, Oriental intrigue, sanguinary war and a romance that couples a two-fisted United States Marine Corps major and a beautiful and mysterious Russian baroness, and was deftly handled by director Nicholas Ray.

The broad canvas against which the engrossing drama unfolds—the Boxer Uprising—was a campaign of hate. It was waged by roving bands, known as Boxers, bent upon terrorizing and killing foreigners coming into their land with new ideas from the Occident as well as Chinese converts to Christianity.

The uprising reached its apogee with the Siege of Peking, 55 days of repeated bombardment from the fanatical hordes, now abetted by the armies of the treacherous Manchu empress. Prime target of that siege which stunned the world were the relatively few men and women of the 11 legations quartered in a walled compound within the city of Peking, Here, in the face of almost insurmountable odds, was displayed the extreme courage that by now has become legenedary.

Heston reaches new acting heights in his performance as the Marine officer and Miss Gardner as the noblewoman who captivates him is as alluring as ever. She plays the role with complete understanding. Niven, as the British diplomat, again proves he has no peer in the

acting field.

Seldom has the screen presented any action equal to the Siege of Peking scenes in which nearly 7,000, including the three top stars, participated. The repeated bombardment upon the city, resulting in a series of fires, and the handto-hand fighting was filmed under direction of Andrew Marton, director, second unit operations for Samuel Bronston Productions. The special effects were the work of Alex Weldon and his crew of 38 experts.

The greatness of the action scenes, highlights of the film, is matched by the rich and brilliant settings of the Chinese court and the exquisite costumes, both created by the famed Italian-American designers team of Veniero Colasanti and John Moore.

Adding tremendously to the production is the exceptional music composed and conducted by Dimitri Tiomkin, and cinematographer Jack Hilyard rates plaudits for his fine camera work. The smooth flow of the picture mirrors the talent of the film editor, Robert Lawrence. Executive Associate Producer Michael Waszynski had the giant task of co-ordinating the entire produc-

The 10 co-stars—Flora Robson, John Ireland, Harry Andrews, Leo Genn, Robert Helpmann, Kurt Kasznar, Paul Lukas, Elizabeth Sellars, Jacques Sernas and Jerome Thor—contributed immensely to the high entertainment value of the

Bronston produced the screenplay, written by Philip Yordan and Bernard Gordon, which is being released in this country by Allied Artists.

THE STORY

(Not for Publication)

Peking, Major Matt Lewis (Charlton Heston), Lieut. Andy Marshall, Sgt.

Harry and a detachment of Marines arrive to guard the American embassy,

one of 11 embassies in Peking's Legation City. General Jung-Lu urges Dow-

ager Empress Tzu Hsi to check the fanatical Boxers before a dozen armies

descend on China. Prince Tuan pleads with her to order the Imperial Armies

to join the Boxers and wipe out all foreigners. The empress plays a waiting

game. Major Lewis meets Baroness Natalie Ivanholf (Ava Gardner) after

her visa is revoked by her brother-in-law, Sergei Ivanhoff, the Russian min-

ister to Peking. Sergei is doing everything possible to force her to give him

a labulous necklace, an Ivanholl heirloom she had inherited when her hus-

band committed suicide. Matt and Natalie immediately are attracted to

each other. He takes her to the Queen Victoria Birthday Ball given by the

British envoy to China, Sir Arthur Robertson (David Niven), and Lady

Robertson and promises to help her to get to Tientsin. All plans are

changed, however, when the German ambassador is slain by Boxers and

the empress sends a declaration of war to the embassies. The siege of

Legation City begins on June 20. The people of the 11 nations unite in

defense and an attempt to hold out until help arrives from Admiral Sydney

at Tientsin. After days of bitter fighting, they learn that the expected rein-

forcements have been cut off. Lieutenant Marshall is killed and Matt takes

the news to the officer's 12-year-old daughter, Teresa, whose Chinese

mother is dead. At the insistence of Father de Bearn, a priest, Matt agrees

to care for the orphaned youngster. Natalie helps Dr. Steinfeldt to care for

the wounded. As she and Matt are thrown together, their love grows. Faced

with an ultimatum from the empress to surrender. Sir Arthur recommends

that the powers launch an offensive instead. Matt leads a small group in a

surprise attack upon a Chinese arsenal which they blow up. The explosives

shower upon participants and spectators of a Boxer ceremony being held

nearby for the empress. So successful is this attack that the empress de-

cides to throw her Imperial Army into the attack on the Powers. As Matt

unsuccessfully tries to reach Tientsin where he hoped to contact the Allied

commanders, Natalie, through a friendly Chinese, bargains her necklace

for medical supplies and a wagonload of food. She gets her precious cargo

into the legation compound but is wounded enroute. Matt returns to Peking

to find a raging battle and Natalie near death. Despite the pleadings of

Matt and Dr. Steinfeldt, Natalie refuses to let the doctor amputate her in-

tected arm. On the morning of August 14, Allied rescue forces arrive. The

empress flees with her troops. Sir Arthur makes his plans to return to Eng-

land. As Matterides out of Pekina, he sweeps Teresa up into the saddle

Early in 1900, with the Boxer Uprising threatening all foreigners in

'Peking' Tells One Of Century's Great Stories

(Advance)

Samuel Bronston's multi-million dollar production of "55 Days At Peking" set to open.......at the theatre with Charlton Heston, Ava Gardner

and David Niven starring, is based on one of the most exciting stories of the century. Its scenes of incredible valor and in-

tense emotion are played against the vast canvas of the Boxer Uprising in China during 1900 and are photographed in Super Technirama Technicolor.

Marine Corps major stationed in the exotic and mysterious Peking of that era, and Miss Gardner is the stranded Russian baroness he meets there. Niven is seen as the British Ambassador destined to cross both their paths.

To give "55 Days At Peking" the authenticity and grandeur which have become a hallmark of Bronston's productions, the largest motion picture set ever built was constructed sixteen miles outside of Madrid where the producer headquarters. Covering 250 acres it was surrounded by the mammoth Tartar Wall—40 feet high and wide enough on top to drive four carriages abreast. Reproduced were the historic Temple of Heaven, palace of the empress; the towering Chien Mien gate—plus 100 other full-sized buildings, including the 11 legations in the international compound. Through the city ran the Jade River with its picturesque bridges. Designers Veniero Colasanti and John Moore, responsible for the magnificent settings and costumes of Bronston's "El Cid," performed the same tasks on the new picture.

The Boxer Uprising which was



55 Days At Peking Mat-1K

Charlton Heston and Ava Gardner (above) are starred as a United States Marine Corps major and a glamorous international adventuress in Samuel Bronston's mammoth production of "55 Days At Peking." David Niven stars with

Heston Seen In New-Type Role

"I feel that at last I'm getting a foothold in the 20th Century.

"I have worn so many tight leather collars and coats of mail for the cameras that I have a choking sensation even when I put on a sport shirt."

It was Charlton Heston talking, and he was referring to his star role in Samuel Bronston's new production, "55 Days At Peking," story of great human courage at the time of the Boxer Uprising in China in 1900, now at thetheatre.

In this film, he portrays a hardbitten major commanding a marine detachment stationed at the United States legation in Peking.

The down-to-earth role is completely different from the legendary heroes he portrayed in "Ben Hur" and in Bronston's previous success, "El Cid."

Starring with Heston are Ava Gardner, cast as an intriguing Russian baroness, and David Niven, as an English envoy to Peking.

Their co-stars are Flora Robson. John Ireland, Harry Andrews, Leo Genn, Robert Helpmann, Kurt Kasznar, Paul Lukas, Elizabeth Sellars, Jacques Sernas and Jerome Thor.

The spectacular film telling of the 55 days that stunned the world was produced by Samuel Bronston and directed by Nicholas Ray. The music was by Dimitri Tiomkin and the screenplay was authored by Philip Yordan and Bernard Gordon

climaxed by the Siege of Peking stunned the world with its barbarism. Hordes of fanatics, bandits and killers calling themselves "Fists Heston plays a United States of Righteousness," roamed the countryside killing and torturing all foreigners, including missionaries and their native converts.

> They had the secret support of the treacherous Empress Tzu Hsi. Opposed to progress in the time when ideas and inventions were making giant strides, she planned to destroy all "foreign devils." While the empress "negotiated" with the envoys of 11 nations, the Boxers launched their murderous assault. Arrayed against them were less than 500 soldiers, marines and sailors assigned to the various legations. The men, women and children trapped with them within the walled city heroically endured 55 days of unceasing attacks and bombardment — for the empress had thrown her own army into the fray.

Seldom have stars such as Heston, Miss Garner and Niven undergone more rigorous physical demands than those under the command of director Nicholas Ray. And they were joined in their accomplishments by co-stars Flora Robson, John Ireland, Harry Andrews, Leo Genn. Robert Helpmann, Kurt Kasznar, Paul Lukas, Elizabeth Sellars, Jacques Sernas and Jerome Thor.

The massive battle scenes were handled by filmdom's outstanding action specialist, Andrew Marton, director of second unit operations for the Bronston company. He is famed for his work on "The Longest Day," "Ben Hur" and also "Seven Wonders of the World." Marton considers "55 Days At Peking" his most difficult yet most outstanding assignment.

The task of organizing the entire production went to Executive Associate Producer Michael Waszynski. Academy Award-winner Dimitri Tiomkin was engaged by Bronston to compose the music, and he "lived" with the picture throughout its shooting. Outstanding in his score is "The Peking Theme" (So Little Time) which Andy Williams recorded.

Another Academy Award-winner, Philip Yordan, collaborated on the screenplay of "55 Days At Peking" with Bernard Gordon. Photographing their skillful weave of intimate drama and mammoth scenes was Jack Hildyard, Academy Awardwinning cinematographer of "Bridge On The River Kwai." No detail was overlooked in the quest for perfection.



Mat-1F55 Days At Peking

Leo Genn (above) is co-starred in Samuel Bronston's production of "55 Days At Peking," which stars Charlton Heston, Ava Gardner and David Niven.

Genn In Cast Of 'Peking'

Leo Genn, London-born and Cambridge-educated actor who has worked before cameras on both sides of the Atlantic, is co-starred as an important Chinese general in Samuel Bronston's production of "55 Days At Peking," now at the theatre with Charlton Heston, Ava Gardner and David Niven starred.

Producer Samuel Bronston filmed "55 Days At Peking" in Super Technirama Technicolor with Nicholas Ray directing from an original screenplay by Philip Yordan and Rernard Gordon The music is hu



55 Days At Peking

Mat - 2D

As glamorous as ever she has been, Ava Gardner (above) stars as an intriguing Russian noblewoman in Samuel Bronston's production of "55 Days At Peking." Starring with her are Charlton Heston as a United States Marine Corps major and David Niven as a British diplomat.

Ava Gardner Enjoys Life Of Fascination in Spain

Although there seems to be an annual spate of wire service stories on the nightclub activities of the elusive Ava Gardner, now starring with Charlton Heston and David Niven in Samuel Bronston's production of "55 Days At Peking" at the theatre, few reporters have actually written of

the private life she leads in Spain. She has given up her large house on the outskirts of Madrid for a small, beautifully appointed apartment in the city. The move was made because she felt her house

was being swallowed up by a build-

ing boom. Within her apartment there is an air of easy elegance combined with comfort. She is an antique hunter, and there are rare art ob-

jects in her apartment. If there is a key word which typifies her desires in living, that word is comfort. She dresses in style, but prefers comfortable clothes—slack suits, for instance; and she likes to dispense with makeup and go about her apartment in bare feet.

She has a personal maid, but employs no cook. She enjoys preparing fried chicken and cornpone and hominy grits to serve to her guests; and when she dines out, she enjoys winding up the evening dancing. She particularly likes the flamenco, twist, charanga and merengue.

The star, who has perfected her Spanish during her residence in Madrid, frequently visits other European cities, yet she remains as basically an American as when she lived in her native North Caro-

In "55 Days At Peking," Miss Gardner is cast as a beauteous and mysterious Russian baroness trapped in Peking when the Boxer Uprising in China in 1900 reaches its peak with a 55-day assault upon the legation compound where she

Here her path is crossed by a United States Marine Corps major whom she at once captivates, played by Heston, and the British envoy to the Court of Peking, portrayed by Niven.

Produced by Bronston, the screenplay by Philip Yordan and Bernard Gordon was directed by Nicholas Ray with the music by Dimitri Tiomkin.

In Super Technirama and Technicolor, the motion picture dealing with incredible courage and intense human emotions is being distributed in this country by Allied

Famed Stylist Attends Star

Ava Gardner's striking hair styles in the Samuel Bronston production of "55 Days At Peking," now at the theatre, are the creation of France's renowned Alexandre of Paris, who numbers royalty among his clients. Brought to the studio in Madrid at the request of Miss Gardner who stars with Charlton Heston and David Niven in the story played against the backdrop of the Chinese Uprising in China, Alexandre often has been called "the Dior of the coiffeurs."

His first success stemmed from the Duchess of Windsor, one of his first clients. Soon he became the rage of the International Set, with his clients including Jacqueline Kennedy, Princess Margaret, Elizabeth Taylor, Audrey Hepburn, Rita Hayworth, Francoise Sagan, the Comtese de Paris, Princess Grace, Princess Soraya, the Duchess of Alba and the Spanish film star Aurora Batista,

Telling of great courage in the face of overwhelming odds and depicting emotions as they run the full scale, "55 Days At Peking" was produced by Bronston and directed by Nicholas Ray.



55 Days At Peking

Mat - 2B

In the foreground, David Niven (left) and Charlton Heston are pictured in a palace room in Samuel Bronston's multi-million dollar

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55 Days At Peking

The uniformed David Niven (left) and Charlton Heston are pictured here in a scene from Samuel Bronston's "55 Days At Peking." Ava Gardner stars with them. The film tells the story of raw courage and intense human emotions against the spectacular background of the Boxer Uprising in China in 1900.

Niven's Charm Felt In '55 Days At Peking'

David Niven, now starring with Charlton Heston and Ava Gardner in the Samuel Bronston production of "55 Days At Peking," story of great courage and intense human emotions played against the backdrop of the Boxer Uprising in China in 1900, is famous for his wit and humor and charm. The film is now at the theatre.

There is within him none of the overblown conceit found in some motion picture stars, who believe their own notices. Niven has taken seriously only one notice. It appeared in a magazine and was the first printed comment about his work.

"All we can say about David Niven," said the review of the play he had been in, "is that he is tall, dark and definitely not handsome." Niven framed it; he still has it.

One of the brightest attractions on the international screen today, Niven got there because of his acting ability (the natural kind and easily underestimated) and his charm. The latter also is natural.

Of charm generally, Niven says: "Boiled down, the most important essential of charm is a sense of humor. If you've got humor, you can laugh at yourself, and if you can laugh at yourself that's a big step toward becoming charming."

His idea of a charming woman is one who is "intelligent, full of humor and understanding and is chic," He adds:

"One of the things that always intrigues me in women is youthfulness-and I don't mean in years. It's a freshness of attitude, an enthusiasm for life, it you like. Flora Robson, the dowager empress in '55 Days At Peking,' has it. She's an absolute youngster inside, with great zest for life.

"Now, Ava Gardner has the same thing in a different way. Of course, she is absolutely beautiful, but it isn't the beauty that gets you so much as the vitality. She's full of surprises as a person, and she doesn't take herself too seriously."

Bronston's "55 Days At Peking" was directed by Nicholas Ray from a screenplay by Philip Yordan. The music was by Dimitri Tiomkin, In Super Technirama Technicolor, the film is being distributed in this country by Allied Artists,



Mat-1J 55 Days At Peking David Niven (above) portrays a British envoy at the Court of China at the time of the Boxer Uprising in Samuel Bronston's spectacular production of "55 Days At Peking." Starring with him are Charlton Heston and Ava Gardner,

HALF

When asked about the make-up worn as Prince Tuan in Samuel Bronston's production of "55 Days At Peking" in which the front half of his head is shaved. Robert Helpmann quipped: "In this film, I play a half Yul Brynner." The picture based on the Boxer Uprising in China at the turn of the Century stars Charlton Heston, Ava Gardner and David Niven, is in Super Technirama Technicolor and is at the theatre as an Allied Artists release.



55 Days At Peking Mat - 2H

Elizabeth Sellars and David Niven are pictured in a scene from Samuel Bronston's production of "55 Days At Peking." Charlton Heston and Ava Gardner star with Niven.

Movie Stuntmen Men ut varing

The biggest corps of stuntmen, specialists in the art of performing almost incredible acts of daring and violence, was assembled for the Samuel Bronston production of "55 Days At Peking," now at thetheatre with Charlton Heston, Ava Gardner and David Niven starred.

Forty-six of these men of daring were involved under the leadership of Terry Yorke in the filming of scenes of the Siege of Peking, climactic, 55-day highlight of the Boxer Uprising in China during 1900 against which backdrop Bronston's film of great courage and human emotions is produced.

The breath-taking attacks and counter-attacks, the destruction of huge buildings and bridges, and the hand-to-hand battling atop the great Tartar Wall called for skillful feats of a calibre seldom demanded of stuntmen in any motion picture,

The men were blown up, bludgeoned, thrown from walls, pushed into burning buildings, and hurled through windows to create the thrills which bring gasps from audiences viewing "55 Days At Peking." But not one of the stuntmen was seriously hurt, thanks to careful planning of all the action involved.

Nicholas Ray directed the film for producer Bronston from a screenplay authored by Philip Yordan and Bernard Gordon. The music was by Dimitri Tiomkin, In Super Technicama Technicolor, the film is being distributed in this country by Allied Artists.

Japanese Star In 'Peking'

Producer Samuel Bronston reached half way 'round the world to obtain one of Japan's most popular young screen stars for the featured role of a Japanese colonel in his production of "55 Days At Peking,"

The actor is Ichizo Itami, son of one of Japan's top-drawer directors and husband of film notable Kazuko Kawakita. In "55 Days At Peking" he commands a detachment of troops at the Japanese legation there,

Starring Charlton Heston, Ava Gardner and David Niven and now at the theatre, "55 Days At Peking" is a powerful drama, threaded with intense human emotions and played against the backdrop of the Boxer Uprising in China in 1900, That uprising was climaxed with the Siege of Peking in which men and women from 11 nations were trapped for 55 days while a stunned world awaited their final outcome.

In Super Technirama Technicolor, the Samuel Bronston production was directed by Nicholas Ray from a screenplay by Philip Yordan and Bernard Gordon, with music by Dimitri Tiomkin, Allied Artists is distributing the picture here,

STAR TRAPPED

Glamorous Ava Gardner plays the intriguing role of a Russian baroness stranded in Peking during the Boxer Uprising in Samuel Bronston's production of "55 Days At Peking." The film at thetheatre stars her with Charlton Heston and David Niven.

Oscar Winners

Six persons identified with Samuel Bronston's production of "55 Days At Peking," epic drama played against the backdrop of the historic Boxer Uprising in China, are Academy Award winners, three of them actors.

The six are Chariton Heston, for his portrayal of Ben Hur; David Niven, whose performance in "Around The World In 80 Days" won him an Oscar; Paul Lukas, for his acting in "Watch On The Rhine;" writer Philip Yordan, for his "Broken Lance" story; composer-conductor Dimitri Tiomkin, four times winner who composed such hits as "Do Not Forsake Me" for "High Noon" and "Green Leaves of Summer" for "The Alamo," and cinematographer Jack Hildyard, for his photography of "Bridge on the River Kwai."

Now at the theatre, "55 Days At Peking" has been acclaimed as a motion picture that matches in brilliance Samuel Bronston's unforgettable "El Cid." It stars Charlton Heston, Ava Gardner and David Niven,

The screenplay by Philip Yordan and Bernard Gordon combines raw adventure, the mystery and barbarism of the Orient in 1900 and an intriguing romance.

It was produced by Samuel Bronston and directed by Nicholas Ray,

with the music by Dimitri Tiomkin. In Super Technirama Technicolor, "55 Days At Peking" is being distributed here by Allied Artists.



55 Days At Peking Mat-1H John Ireland (above), one of 10 co-stars in Samuel Bronston's "55 Days At Peking," plays a United States Marine Corps sergeant. Toplining the cast of nearly 7,000 are Charlton Heston, Ava Gardner and David Niven.

Film Rejoins Star, Producer

Producer Samuel Bronston and star John Ireland experienced a reassociation after a 17-year span when the player was cast importantly in "55 Days At Peking," now at the.....theatre.

The actor, following a substantial Broadway success, made his screen debut in Bronston's memorable production of "A Walk In The Sun," filmed in 1945,

In "55 Days At Peking," the story of the Boxer Uprising in China in 1900 climaxed by the Siege of Peking which stunned the world, Ireland portrays a sergeant in the United States Marine Corps.

HOLOCAUST

One of the most spectacular fires ever created for a motion picture is seen in Samuel Bronston's production of "55 Days At Peking." It occurs during the Siege of Peking after the city has been bombarded by the fanatical hordes of Boxers for 55 days. The fire virtually destroyed the biggest set ever built for a film. Starring Charlton Heston, Ava Gardner and David Niven and filmed in Super Technirama Technicolor, the epic drama based on a chapter in history that stunned the world is at the.....

......theatre as an Allied Artists release.

THOR

Jerome Thor, who scored so heavily in television after a nine-year career on Broadway, has a co-star role as Chariton Heston's Marine Corps buddy in Samuel Bronston's production of "55 Days At Peking." Telling the story of adventure, intrigue and the barbarism of fanatics at the time of the Boxer Uprising in China, the film stars Heston, Ava Gardner and David Niven, It is in Super Technirama Technicolor and is playing at the..... theatre as an Allied Artists release.

Heston's Lost Count of Miles He Has Traveled

Charlton Heston says it often seems to him that he has covered more miles than the pilots who fly the jets in which he travels.

Currently Heston is starred with Ava Gardner and David Niven in producer Samuel Bronston's "55 Days At Peking,"

the story of the Boxer Uprising and a siege that stunned a civilized world, playing at the..... theatre.

Heston portrays a United States Marine Corps major who led a handful of men from 11 countries in defense of the legation compound against the attack by great numbers of fanatics who would drive all of them from China, Miss Gardner is seen as an alluring and intriguing Russian baroness, and Niven is cast as a British envoy in Peking.

The film was made in Spain. "That's where I made 'El Cid',"

Heston says, "More than once Madrid had been on my itineraries." Once, at the request of Bronston

he had flown there to discuss a script and to see some of the castles the producer intended to use in filming the story he then had in mind.

Heston discussed that script, saw those castles-and returned to do the picture, one of Filmland's most successful. It was "El Cid."

He's gone to Italy, He's gone to Hawaii. He's gone to England, to France, to South America. Always to make a picture, or to aid in its promotion.

While he was working in a new

NIVEN TRAINED

When David Niven went into the battle scenes in Samuel Bronston's production of "55 Days At Peking," now at the theatre, he was aware of what he faced, because in real life he had served with the British army. Following the outbreak of World War II, he was among the first of Hollywood stars to enlist, ending up as a colonel after serving through the Dunkirk disaster and with the highly-secret Reconnaissance Regiment. In his new picture he stars with Charlton Heston and Ava Gardner as a British envoy caught in the Siege of Peking during the Boxer Uprising, The film is released here by Allied Artists.

picture in Hollywood the shooting schedule was arranged in such fashion that Heston had the time he wanted to fly to London and then to Paris for personal appearances at premieres of "55 Days At Peking.

And when "55 Days At Peking" was launched with a dozen pre-



55 Days At Peking Mat-1L Chariton Heston (above) stars with Ava Gardner and David Niven in Samuel Bronston's "55 Days At Peking."

micres in America, Heston was on hand to swing from city to city to participate in those launchings.

"Sure thing, I've been living out of a suitcase a great deal of the time these last few years. But it's part of the job, and I like my job. So there's no complaints here," Heston concludes,

"55 Days At Peking" was produced by Samuel Bronston and directed by Nicholas Ray with music by Dimitri Tiomkin, The original screenplay by Philip Yordan and Bernard Gordon was filmed in Technirama and Technicolor.

The film is being distributed here by Allied Artists.

Designers Colasanti and Moore Answer Challenge

The famed production designing team of Veniero Colasanti and John Moore successfully answered the challenge hurled by the story of "55 Days At Peking," a Samuel Bronston production now at the _____ theatre.

That story tells of rich adventure and intense human emotions during 55 terror-filled days

after barbaric Boxers launched their attack upon the international compound in Peking and families of envoys from 11 nations housed there.

The film stars Charlton Heston, Ava Gardner and David Niven and it called for the building of a replica of Peking as it was in 1900, Included in the walled city were to be the empress' Forbidden Palace, the big wall enclosing the legation compound, the buildings housing the various legations, the famed Chien Men Gate, and the Jade River. Also there were the many

colorful costumes,

This was the challenge, and Colasanti and Moore met it, just as they met the challenge presented by Bronston's memorable "El Cid." Colasanti and Moore believe their

best work, both in designing the sets as well as the costumes, was that for "55 Days At Peking."

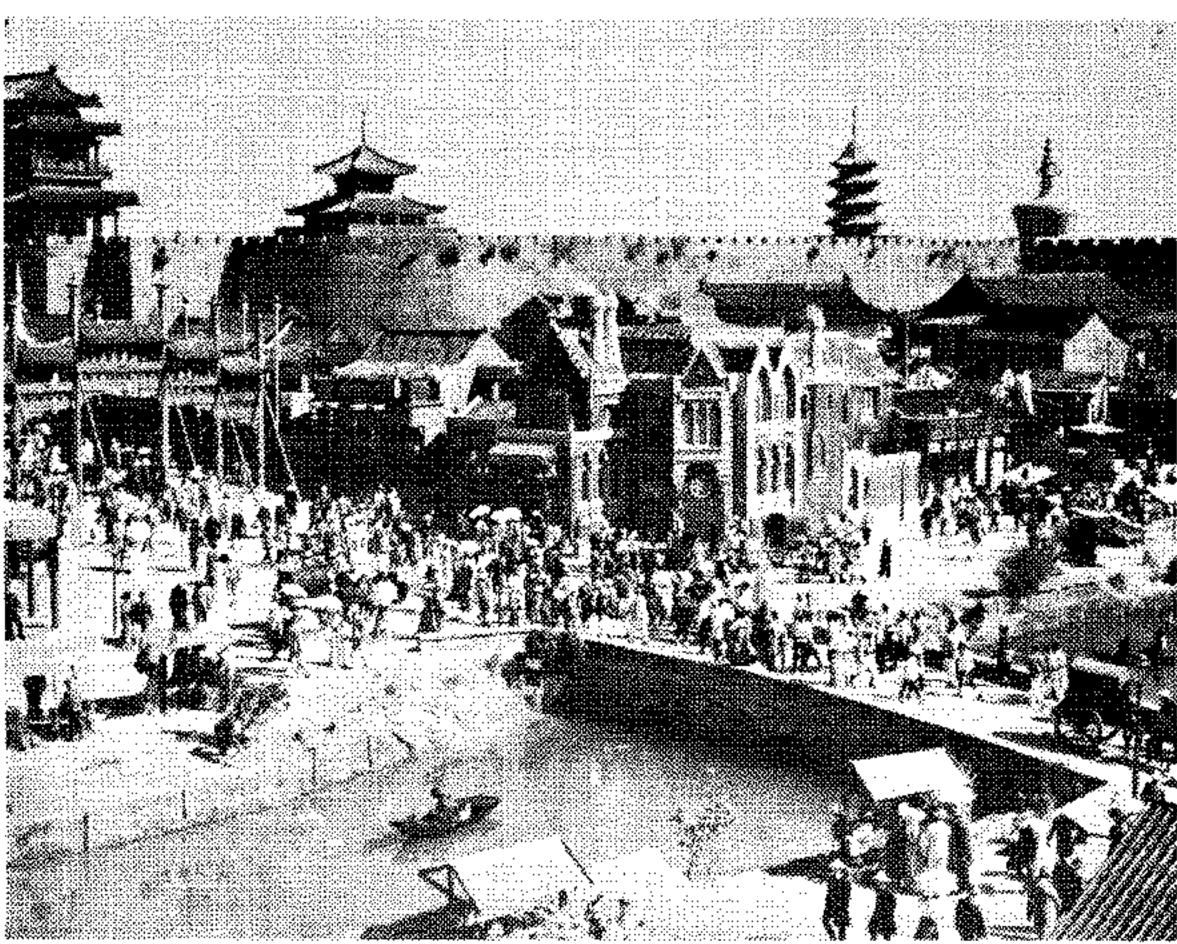
The film was directed by Nicholas Ray with music by Dimitri Tiomkin. The screenplay was written by Philip Yordan and Bernard Gordon, In Technirama and Technicolor, it is being distributed here by Allied Artists.



55 Days At Peking

Mat-2F

Charlton Heston and Ava Gardner are pictured here in a tense moment in Samuel Bronston's production of "55 Days At Peking," played against the backdrop of the historic Boxer Uprising in China in 1900, Starred with them is David Niven.



55 Days At Peking

Mat-3C Shown above is one view of the Peking set-largest ever built for a motion picture-for Samuel Bronston's production of "55 Days At Peking." With Charlton Heston, Ava Gardner and David Niven toplining a cast of nearly 7,000, the story of raw courage and intense human emotion unfolds against the broad canvas of the historic Boxer Uprising in China in 1960.

Mat-1G

55 Days At Peking

Scottish Star

Elizabeth Sellars and David Niven

face danger together in Samuel

Bronston's production of "55 Days

At Peking," Charlton Heston and

Elizabeth Sellars, a Scotswoman

of regal bearing and beauty, under-

goes the torments of a barbaric

siege as the wife of David Niven

in Samuel Bronston's production,

"55 Days At Peking," telling of the

historic Boxer Uprising in China

at the turn of the century and now

The film stars Charlton Heston

as a United States Marine Corps

major. Ava Gardner in the role of

a woman of intrigue and Niven

portraying England's envoy to

The film was produced by Sam-

uel Bronston and directed by Nich-

olas Ray from an original screen-

play by Philip Yordan and Bernard

Gordon. The music is by Dimitri

Tiomkin, and the Super Techni-

rama Technicolor film is being dis-

Recordings of Dimitri Tiomkin's

music from Samuel Bronston's pro-

duction of "55 Days At Peking"

have been made by Andy Williams

and The Brothers Four, and, in

addition, the score from the sound

track has been waxed. All bear the

Williams sings The Peking

Theme (So Little Time) and "55

Days At Peking" is sung by The

The story of the Boxer Uprising

in China and Siege of Peking that

stunned the world and kept it in

suspense for 55 days is magnifi-

cently picturized in the Super

Technirama Technicolor film star-

ring Chariton Heston, Ava Gardner

and David Niven and now at the

.....theatre.

From 'Peking'

tributed here by Allied Artists.

at the.....theatre.

China.

Hit Music

Columbia label.

Brothers Four.

As Niven's Wife

Ava Gardner star with Niven,

Biggest Movie Set Built For '55 Days At Peking'

The biggest motion picture set ever built was constructed by producer Samuel Bronston for "55 Days At Peking," and is a full-scale reproduction of the Chinese city at the time of the violent Boxer Uprising.

The film, telling of the epic saga of a handful of men and women of 11 nations battling the

armies of a treacherous Manchu empress, will open here at thetheatre on.....

Awesome and suspense-packed, this motion picture about raw courage pitted against fantastic odds stars Charlton Heston, Ava Gardner and David Niven and is Bronston's first production since his unforgettable "El Cid."

The replica of the Peking of 1900 is spread over 250 acres near Madrid. It is here that the spectacular Siege of Peking scenes were filmed, with the set eventually going up in flames.

To build the mammoth set 1,100 workers labored for nearly a half year, Features of the construction include the high Tartar Wall, the Jade River, the 100-foot Chien Men Gate, principal entrance to the Legation city; the Forbidden City of the Empress, and the Temple of Heaven. In addition there are scores of legation buildings, missionary quarters and various kinds of offices and shops.

The set was built from the specifications of Veniero Colasanti and John Moore, brilliant Italian-American designing team whose work on "El Cid" brought them high praise.

Co-starred in this story of a siege that stunned the world are Flora Robson, John Ireland, Harry Andrews, Leo Genn, Robert Helpmann, Kurt Kasznar, Paul Lukas, Elizabeth Sellers, Jacques Sernas and Jerome Thor.

"55 Days At Peking" was produced by Samuel Bronston, directed by Nicholas Ray and with music by Dimitri Tiomkin. The screenplay by Philip Yordan and Bernard Gordon was filmed in Super Technirama and Technicolor, It is being released in this country by Allied Artists.

EPIC PRODUCER

Telling the awesome story of the courageous men and women of the eleven foreign legations besieged in the city of Peking during the Boxer Uprising of 1900, "55 Days At Peking" typifies the technique which has won fame for producer Samuel Bronston. The man who made the splendid "El Cid" believes in picturing intense human drama played against a background of mammoth proportions, Starring Charlton Heston, Ava Gardner and David Niven, "55 Days At Peking" in Super Technirama and Technicolor now is at the.....theatre as an Allied Artists release.

ILLUMINATING

Blaze from the burning of the city in the Siege of Peking scenes for Samuel Bronston's production of "55 Days At Peking" illuminated the night sky so brilliantly that it was seen in Madrid, 16 miles from the film location. The multi-million dollar motion picture in Super Technirama Technicolor stars Chariton Heston, Ava Gardner and David Niven,

Niven Man Of Opposites

Samuel Bronston's production of "55 Days At Peking" presents David Niven as something of a man of opposites.

In this saga of raw courage pitted against fantastic odds at the time of the infamous Boxer Uprising in China, Niven, as a British envoy to the Chinese court, first appears as a soft-spoken, suave, impeccably dressed diplomat,

But as the mammoth motion picture production unfolds on the sercen of the.....theatre and the men, women and children of 11 legations in Peking come under a blistering attack by the fanatical Boxer hordes and the armies of a treacherous Manchu empress. Niven changes with the situation.

The impeccable clothes give way to a fighter's mussed and soiled uniform, the soft words give way to harsh commands, and his onetime easy-going manner changes to that of quick action as he joins in the defense of the compound where the legations are surrounded.

Filmed on the biggest motion picture set ever built, a reproduction of the Forbidden City of Peking in 1900, "55 Days At Peking" stars Charlton Heston, Ava Gardner and Niven, was produced by Samuel Bronston and directed by Nicholas Ray,

With the screenplay by Philip Yordan and Bernard Gordon and music by Dimitri Tiomkin, the film in Super Technirama Technicolor is being released here by Allied

Famed Chinese Robes In Film

Actually priceless but insured for \$150,000, one of the finest collections of royal Chinese robes was obtained secretly for use in the filming of Samuel Bronston's production of "55 Days At Peking." The film tells the story of barbaric fanatics and the armies of a Manchu empress who besieged a handful of nationals of 11 countries residing in Peking at the time of the Boxer Uprising,

The film stars Charlton Heston as a United States Marine Corps major, Ava Gardner as an alluring Russian noblewoman and David Niven, England's envoy to China, It is due to open.....at

the.....theatre The regal garments, in fabulously-hued silks and hand-decorated in exquisite detail, were once worn by the Dowager Empress Tsu Hsi and members of her court. They were secured by executive associate producer Michael Waszynski and production designers Veniero Colasanti and John Moore from a prominent Italian family, who insisted that their identity not be disclosed. The collection had been inherited from a member of the Italian Embassy in Peking at the time the treacherous empress fled from her palace when the Boxer Uprising was smashed.

The dazzling costumes contribute to the magnificence of "55 Days At Peking" which was directed by Nicholas Ray, Philip Yordan and Bernard Gordon wrote the screenplay, and Dimitri Tiomkin wrote the music. It is being released here by Allied Artists.

Boxers' Name Explained

The Boxers, whose barbaric uprising in China is the background for Samuel Bronston's production of "55 Days At Peking," now at thetheatre, was the name given the fanatical hordes bent upon killing foreigners, including missionaries and also their converts.

The sobriquet actually was a corruption of their real title by Western journalists who covered the violent uprising in 1900 that stunned the outside world. The fanatics called themselves The Fists of Righteousness, and they were opposed to anyone in their land who would bring new ideas from the Occident,

The Boxers' reign of savagery was climaxed by the Siege of Peking when for 55 days the vastly outnumbered men and women of the II foreign legations there courageously fought off repeated onslaughts, "55 Days At Peking" has been hailed as matching the excitement and magnificence of Bronston's notable hit "El Cid."

The new picture stars Charlton Heston as a United States Marine Corps major, Ava Gardner as an intriguing Russian baroness, and David Niven as England's envoy to the court of the treacherous Empress Tzu Hsi, portrayed by Flora Robson,

The multi-million dollar production was directed by Nicholas Ray from an original screenplay by Philip Yordan and Bernard Gordon. Dimitri Tiomkin composed and conducted the music. In Super Technirama and Technicolor, "55 Days At Peking" is being distributed here by Allied Artists,

Necklace Plays Important Role

A fabulous necklace is used to point up the real character of an adventuress baroness portrayed by Ava Gardner in Samuel Bronston's production of "55 Days At Peking," playing at thetheatre.

Caught in Peking without a visa at the time of the Boxer Uprising, she is desirous of fleeing China and might have used the priceless jewelry as a bribe to effect her escape. Instead, she trades it in secret negotiations for medicines and food much needed in Peking's legation city after it experienced weeks of repeated assaults by the barbaric Boxers.

Starring Charlton Heston, Miss Gardner and David Niven and filmed in Super Technirama Technicolor, "55 Days At Peking" was directed by Nicholas Ray from an original screenplay by Philip Yorann and Bernard Gordon, Dimitri Tiomkin composed the music, The film is being distributed here by Allied Artists.



55 Days At Peking Mat-1C

The alluring Ava Gardner (above) plays an international adventuress in Samuel Brenston's production of "55 Days At Peking." Starred with her are Charlton Heston and David Niven.

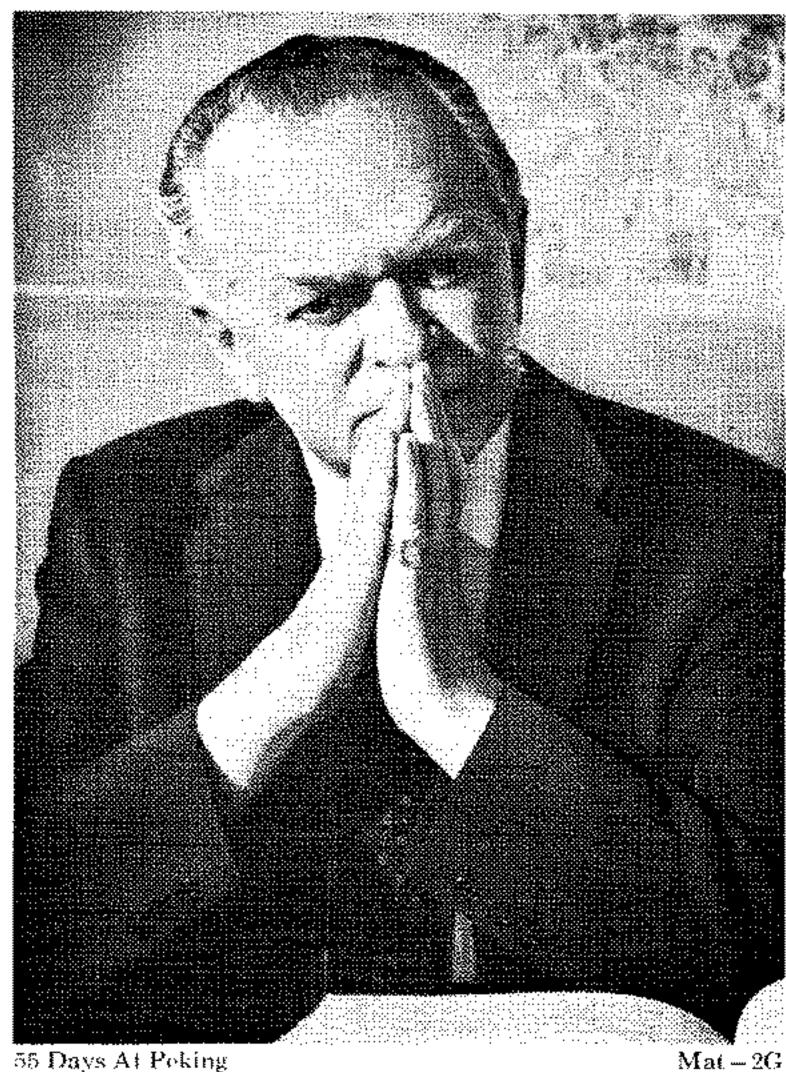
MAMMOTH SIZE

Bigness of the Samuel Bronston production of "55 Days At Peking," now at the theatre with Charlton Heston, Ava Gardner and David Niven starred, in one way may be measured by its cast. In addition to the three topliners, there are 10 co-stars, 42 speaking roles in all, 266 bit parts and more than 6,500 extras including 1,500 Chinese, And they worked on the biggest motion picture set ever constructed, a replica of Peking as it was when hordes of fanatical Boxers staged their historic uprising and climaxed it with their assault upon Peking and the men and women of the 11 legations. The film in Super Technirama Technicolor is being distributed here by Allied Artists.

Samuel Bronston Is Now Making New Traditions

Producer Samuel Bronston is the screen's new master of spectacular entertainment, whose screen creations stem from a well-proven technique.

His film-making procedure is to combine a fascinating story, usually with overtones of some historic dramatic event,



Samuel Bronston (above) is the man who brought "55 Days At Peking" to the screen with Charlton Heston, Ava Gardner and David Niven in the star roles, and it marks a new milestone in his career as a film producer. Already, the picture has been acclaimed as surpassing bis "El Cid" in excitement and magnificence. The film is played against the backdrop of the Boxer Uprising in China.

with great human emotions and film it against a magnificent backdrop with imposing sets and with great stars in the top roles.

A perfect example of this technique is seen in his production of "55 Days At Peking," now at thetheatre with Charlton Heston, Ava Gardner and David Niven topping a cast of nearly 7,000.

The story of this film is one of great courage and human emotions which run their full scale, and for its backdrop there is the Boxer Uprising in China in 1900 and its climactic Siege of Peking which for 55 days stunned the world.

Bronston is a man who dreams big. He is bold of venture, lofty of ideals and quietly breaks old traditions and makes new ones of his own. Within a span of a few brief years, his creative artistry has made the Samuel Bronston name a hallmark of highest quality in motion picture entertainment of international appeal and showmanship.

From his headquarters in Madrid, he guides a global organization that provides individual attention to every phase of film production from the moment of its inception as an idea to its presentation in theatres throughout the world.

Although he centers his activities in Madrid, he is just as much at home in New York, London, Paris, Rome, Beverly Hills, Buenos Aires or Tokyo, where he maintains branch offices.

The Samuel Bronston Studio in Madrid is one of the most modern in the industry, with the largest sound stages in Europe, and the company's operations often extend to a large location site maintained 16 miles from the city where the gigantic set - biggest ever constructed for a motion picture—was used in the filming of "55 Days At Peking."

On that set, Peking of 1900 was re-created, including its great wall, the Forbidden Palace, the building housing the 11 legations trapped there at the time of the Boxer Uprising, scores of other buildings housing offices and shops, the Jade River and the Chien Men Gate.

Bronston is surrounded by a production staff that is truly international, with key artisans drawn from world film centers.

The man who made possible this vast producing domain is softspoken, polite, modest. He is a tireless worker, an early riser, a driving perfectionist.

His immaculate grooming is a personal trademark. Bronston is a family man, seldom in the social spotlight. Next to plaudits for his pictures, he enjoys the reputation that his home is the best place in Madrid in which to eat,

"55 Days At Peking" was directed by Nicholas Ray from a screenplay by Philip Yordan and Bernard Gordon. The music was by Dimitri Tiomkin. In Super Technirama Technicolor, it is being distributed here by Allied Artists.

MARTON FAMED THRILL EXPERT

A man such as Andrew Marton is seldom idle in an industry where there always is a demand for special talent which can create excitement and action on the screen.

Director of second unit operations for Samuel Bronston Productions, Marton played a major role in the making of "55 Days At Peking," now at the.....

theatre with Charlton Heston, Ava-Gardner and David Niven starring, The screenplay dealing with raw courage and intense human emotions is played against the vast canvas of the Boxer Uprising in China in 1900, highlighted by the Siege of Peking.

Marton, whose handling of spectacular action resulted in some remarkable thrill scenes in "55 Days At Peking," is a specialist in cinema warfare who began his career in Europe as an assistant director.

Among his feature credits as a director in his own right are "King Solomon's Mines" and "Green Fire," and he helped to bring to the screen some of the outstanding scenes in "Seven Wonders of the World," "Ben Hur," "The Longest Day" and "Cleopatra,"

Produced by Samuel Bronston, "55 Days At Peking" was directed by Nicholas Ray from an original screenplay by Philip Yordan and Bernard Gordon, The music was by Dimitri Tiomkin, In Super Technirama Technicolor, the film is being distributed in this country by Allied Artists,

HARD WORKING

Charlton Heston's schedule for "55 Days At Peking," now at thetheatre, called for him to finish by mid-November in Spain. However, he was needed in Northern Arizona before snowfall for "The Greatest Story Ever Told." He solved the problem by working 148 hours, instead of the customary 80, in a two-week period in Madrid. Chariton Heston, Ava Gardner and David Niven star in "55 Days At Peking," a Samuel Bronston Productions' film in Super Technirama Technicolor and played against the backdrop of the Boxer Uprishing in China in 1900. The picture is released here by Allied Artists.



55 Days At Peking

Shown above is a scene from Samuel Bronston's "55 Days At Peking" in which the Chinese city goes up in flames when the Boxer Uprising reaches its apogee in 1980. The spectacular production picturing raw courage and intense human emotions such as few films have ever shown stars Charlton Heston, Ava Gardner and David Niven.

'Old Betsy,' a Cannon, Blew Itself to Fame

Every war has its pet weapon, and it takes no mental prodding to recall "Big Bertha" and "Long Tom" of World War I or those pulverizing German artillery rockets baptized during World War II as "Screeming Meemies" unless you prefer the "Burp" gun or "Bazooka."

Reducing the process to a single weapon and to the soldier's custom of personalizing his pet arm with an affectionate name that sticks forever, it brings "Old Betsy" front and center for special attention and honor.

It was fashioned by the marines of 11 nations during the Siege of Peking, which came as a climax in the Boxer Uprising in China in 1900. A replica was built for use in the siege scenes in Samuel Bronston's production of "55 Days At Peking," now at the.....

theatre with Charlton Heston, Ava Gardner and David Niven starring.

"Old Betsy" came to life after a marine found an old gun barrel in a scrap heap during one of the critical moments of the siege. It was little more than a relic left by an Anglo-French expedition in 1860, "Old Betsy" was in business when some old shells were found. The barrel was mounted on an old carriage and the shells were filed

M. Waszynski **Bronston Aide**

As a producer and director who had made 42 motion pictures, Michael Waszynski was well prepared to fill the post of executive associate producer on Samuel Bronston's production of "55 Days At Peking." This film, based on the Boxer Uprising in China in 1900 that rocked the world, stars Charlton Heston, Ava Gardner and David Niven and now is at the theatre.

Waszynski, who was associate producer on Samuel Bronston's previous smash success, "El Cid," made "The Dybuk," one of the few remaining prints of which is treasured as a film classic by the Museum of Modern Art in New York.

He also has been associated with many other outstanding productions, including "Quo Vadis," "Othello," "Roman Holiday" and "The Barefoot Contessa."

"55 Days At Peking" was directed by Nicholas Ray from a screenplay by Philip Yordan and Bernard Gordon, with the music by Dimitri Tiomkin.

In Super Technirama Technicolor, the epic drama is being released here by Allied Artists.

COACH

Madame MaCe Hwang, author, lecturer and daughter of a onetime Chinese diplomat, coached Flora Robson in the Chinese fan language for her role as a Manchu dowager empress in Samuel Bronston's production of "55 Days At Peking," starring Charlton Heston, Ava Gardner and David Niven, Now at the theatre, the magnificently mounted screenplay is played against the broad canvas of adventure, intrigue and barbarism in China during the Boxer Uprising at the turn of the Century, In Super Technirama Technicolor, the film is released here by Allied Artists,

to size and re-powdered with explosive. The finished product was wheeled into line—and the big battle was on. Lacking sights or elevation, it was propped into position for direct short-range fire power to repel swarms of Boxers racing down Tartar Wall ramps to assault

lightly-manned defense lines, A final barrage split the cannon muzzle wide open. This was "Old Betsy's" last demonstration-a moment of truth that helped turn the tide at Peking.

Produced by Bronston, "55 Days At Peking" was directed by Nicholas Ray with the screenplay being authored by Philip Yordan and Bernard Gordon and the music written by Dimitri Tiomkin.

In Super Technirama Technicolor, the film is being distributed in this country by Allied Artists.

Jack Hildyard Lenses 'Peking'

Jack Hildyard, one of the film industry's ace cinematographers, was the chief photographer on Samuel Bronston's production of "55 Days At Peking," epic film played against the Boxer Uprising now at the.....theatre with Charlton Heston, Ava Gardner and David Niven starring.

Winner of an Academy Award for his lensing of "Bridge On The River Kwai," Hildyard has to his credit the photography of such other important films as "Suddenly Last Summer" and "The Sundowners."

The spectacular settings of "55 Days At Peking" lent themselves to Hildyard's imaginative and creative talents.

The screenplay was written for producer Bronston by Philip Yordan and Bernard Gordon, It was directed by Nicholas Ray with the music being by Dimitri Tiomkin,

In Super Technirama Technicolor, the production is being distributed here by Allied Artists.



Mat-4D 55 Days At Peking Nicholas Ray (above) directed Samuel Bronston's production of "55 Days At Peking," which stars Charlton Heston, Ava Gardner and David Niven.

'55 Days At Peking' Set For Opening Here Soon

Samuel Bronston's production of "55 Days At Peking," starring Charlton Heston, Ava Gardner and David Niven and bringing to the screen one of the top stories of the century, will open at the theatre.

rama Technicolor unfolds a drama of intense human emotions before the broad canvas of the infamous Boxer Uprising in China in 1900 and the Siege of Peking that

stunned the Western world. The epic production, reportedly matching in magnificence and excitement Bronston's memorable "El Cid." presents Heston as a United States Marine Corps officer, the alluring Miss Gardner as a Russian baroness who captivates him, and Niven as the British envoy to China whose path crosses theirs in the exotic city of Peking.

The Boxers' campaign of savagery reaches its peak with the Siege of Peking. There is perhaps the greatest display of raw courage ever shown on the screen when the relatively small group of foreigners trapped within the walls surrounding the legations of 11 nations wage a relentless defense against the fanatical hordes and armies of the treacherous empress.

For the making of this film, producer Bronston built the largest set ever constructed for a motion picture at Las Matas, near Madrid, where his company headquarters.

On this set, the Peking of 1900 was reconstructed by 2000 workers who labored on three shifts daily for more than half a year before all the structures-including the Forbidden Palace, great Tartar Wall, Temple of Heaven and the famous Chien Men Gate-were completed,

The film was directed by Nicholas Ray, and the music was composed by Dimitri Tiomkin. It is distributed by Allied Artists,



Mat-1E55 Days At Peking

Flora Robson (above) is co-starred in Samuel Bronston's production of "55 Days At Peking," which stars Charlton Hesten, Ava Gardner and David Niven.

'PERFECT' JOB

Charles Heston as a United States Marine Corps major in Samuel Bronston's production of "55 Days At Peking," now at thetheatre, is given a job to do that any marine would like to have.

In crowded Peking at the time of the Boxer Uprising, he is called upon to share his hotel quarters with a young noblewoman of enticing beauty. She is portrayed by the alluring Ava Gardner. And what marine wouldn't enjoy THAT job?

The multi-million dollar motion picture in Super Techni-Set Smasher Gets High Pay

Alex Weldon, a star in his own field, destroyed with dynamite and fire a \$1.5 million set used by producer Samuel Bronston in filming "55 Days At Peking," and picked up a whale of a check for doing it.

Telling a gripping story of heroism, adventure and romance against the intriguing barbaric backdrop of the Boxer Uprising in China at the turn of the century, the spectacular motion picture stars Charlton Heston, Ava Gardner and David Niven at the..... theatre.

The "55 Days At Peking" assignment to blow up and burn the replica of the Forbidden City of Peking, its palace, the great Tartar wall surrounding it and the famous Chien Men Gate, was Weldon's biggest in a 28-year career of scientifically ruining things at the request of film producers.

The many fires, the furious battles, the bombardments and explosions were so skillfully planned by Weldon and his crew of 38 destruction specialists that none of the stars nor 6500 extras was seriously injured or burned.

Directed by Nicholas Ray and with its music by Dimitri Tiomkin, "55 Days At Peking" was written by Philip Yordan and Bernard Gordon, It was filmed in Super Technicama Technicolor and is being distributed here by Allied Artists.

Flora Robson In `Peking'

The forceful, challenging role of Dowager Empress Tzu Hsi, a woman of despicable treachery who ruled China at the turn of the century, is filled in Samuel Bronston's production of "55 Days At Peking" by the distinguished Flora Robson.

The motion picture, regarded by many to exceed in beauty and splendor of sets and excitement Bronston's unforgettable "El Cid," is now playing at the..... theatre.

Toplining the brilliant cast with its 10 co-stars and players numbering nearly 7000 are Charlton Heston, Ava Gardner and David Niven. The spectacular story is played against the broad backdrop of the uprising of Boxer fanatics which first stunned the world and then for 55 days held it in nerve-wracking suspense until the final outcome was known. Caught in the legation city in Peking when the Boxers stormed the city were a relative handful of men and women, less than 500, who courageously defended their compound against the repeated assaults of the barbarian-like hordes.

The dowager empress issued an edict strongly denouncing the lethal attacks upon foreigners, including missionaries and their converts. From the privacy of her lacquered palace she sent out word to the Boxers of her support and secretly ordered her army to help them.

Nicholas Ray Directs Spectacular 'Peking'

Nicholas Ray, one of the world's foremost screen directors, held the reins on Samuel Bronston's production of "55 Days At Peking," gripping tale of the Boxer Uprising in the China of 1900, now at the theatre. The film stars Charlton Heston, Ava Gardner and David Niven.

The director's first pleture for Bronston was "King of Kings." After making this story which dealt with a period of great antiquity, the time of Christ, Ray figured it would be easy to do a picture about China only sixty odd years ago. "My mistake," he said, recently. "Even the best of the historians and theologians differ on details of Biblical times. But there are still quite a few people alive who were in Peking during the siege of 1900. You can bet we'll hear from them it we triffe with the facts."

Ray points out that producer Bronston hardly could be expected to send his stars, Charlton Heston, Ava Gardner and David Niven to Peking for the production. But he did insist on authenticity during the shooting in Spain.

More important to a director than any single prop is, of course,

the overall set. And here the eighteen month advance preparation for "55 Days at Peking" paid off. Working closely with designers Veniero Colasanti and John Moore, Ray watched the re-creation of the Peking of 1900, Period newspapers, maps, photographs, army manuals, diagrams . . , all were studied,

The booming Tartar Wall, the Chien Men gate, the embassies . . even the Temple of Heaven, all these and many more were copied to the last coiled dragon decorating a doorway.

"There are many actual newspa-

per accounts and documents pertaining to the Boxer Uprising available to the public today," says Ray. "This means that there are thousands of non-professional researchers ready to catch any inaccuracy. I hope they won't find many."



Mat - 2A55 Days At Peking Charlton Heston and Ava Gardner are pictured here in a gay moent in Samuel Bronston's "55 Days At Peking." David Niven stars with them. The powerful drama is played against the backdrop of the Boxer Uprising in China in 1960.

Music Score by Tiomkin For'55 Days At Peking'

The music score for Samuel Bronston's production "55 Days At Peking," now at the theatre with Charlton Heston, Ava Gardner and David Niven toplining a cast of nearly 7000, was composed and conducted by one of Hollywood's most brilliant musicians, Dimitri Tiomkin.



55 Days At Peking

Mat-1M Dimitri Tiomkin (above) composed the music for Samuel Bronston's production of "55 Days At Peking," which stars Charlton Heston, Ava-Gardner and Navid Niven.

Eurasian Child In Film Debut

Among the long list of famous names heading the cast of the Samuel Bronston production of "55 Days At Peking," now at the......

.....theatre with Charlton Heston, Ava Gardner and David Niven starring, there is a new one.

That name is Lynne Sue Moon and it belongs to the 13-year-old daughter of a Chinese father and English mother who makes her film debut as the Eurasian youngster adopted by Heston.

In the film, she is the daughter of one of Heston's United States Marine Corps subordinate officers, played by Jerome Thor; and it is upon the lieutenant's death that Heston takes over the guardianship.

Lynne Sue was discovered in London, where her family lives, by director Nicholas Ray who was in search for a child to play the role of Teresa in the film.

"55 Days At Peking," a story of great courage and intense human emotions during the time of the Boxer Uprising in China and its climactic Siege of Peking, was produced by Bronston. The screenplay was written by Philip Yordan and Bernard Gordon and the music was written by Dimitri Tiomkin.

In Super Technirama Technicolor, the motion picture is being distributed in this country by Allied Artists.

KINGMAN PAINTINGS

Dong Kingman, brilliant American-Chinese artist, was flown from his New York studio to Madrid to fill an assignment on Samuel Bronston's production of "55 Days At Peking," now at the..... theatre in Super Technirama Technicolor with Charlton Heston, Ava Gardner and David Niven starred. Kingman created the main title backgrounds and did 12 on-the-set paintings for exhibition use in connection with the multi-million dollar film story of the Chinese Boxer Uprising in 1900. The film is released here by Allied Artists,

The four-time Academy Award winner used some rare and ancient Chinese instruments, some dating back to Kublai Khan, in his orchestrations to achieve what he regards as the most unusual score he has ever written.

Composer Tiomkin is as well known as most film stars. Remembered for his music composed for "High Noon," "The High and The Mighty" and "Friendly Persuasion," he also has achieved attention for his scores from such other films as "Giant," "The Old Man and The Sea" and "Guns of Navarone."

Telling the most exciting story of this century, "55 Days At Peking" stems from the Boxer Uprising in China in 1900 and the Siege of Peking when only a handful of men and women in Peking's legation compound courageously battled hordes of fanatics and armies of a mighty and treacherous empress for 55 blood-spilling days,

The film in Super Technirama Technicolor was produced by Samuel Bronston and directed by Nicholas Ray from an original screenplay by Philip Yordan and Bernard Gordon. It is being released here by Allied Artists.

HISTORIC FIRST

Samuel Bronston's production of "55 Days At Peking" marks the first time the excitement-packed pages of the barbaric Boxer Uprising in China in 1900 have been brought to the screen. Against this broad canvas is played a drama of intense human emotions. In Super Technirama Technicolor, the magnificent production stars Charlton Heston. Ava Gardner and David Niven and matches in brilliance and thrills Samuel Bronston's unforgettable "El Cid." It is on the screen of thetheatre as an Allied Artists release.



55 Days At Peking

Lynn Sue Moon (above), teen-age

Mat-IA

Eurasion discovered in London, makes her debut as the youngster Charlton Heston adopts in Samuel Bronston's production of "55 Days At Peking." Ava Gardner and David Niven star with Heston,

OFFICIAL ADVERTISING BILLING SAMUEL BRONSTON presents *CHARLTON HESTON AVA GARDNER 100% DAVID NIVEN *Listed as above or in the same order on the same line. "55 DAYS AT PEKING" 100% co-starring FLORA ROBSON JOHN IRELAND HARRY ANDREWS LEO GENN ROBERT HELPMANN 25% KURT KASZNAR PAUL LUKAS ELIZABETH SELLARS IACQUES SERNAS IEROME THOR Music by DIMITRI TIOMKIN 35% Original Screenplay by PHILIP YORDON and BERNARD GORDON 35% Directed by NICHOLAS RAY 35% Production Designers VENIERO COLASANTI and JOHN MOORE 35% Produced by SAMUEL BRONSTON 35% Photographed in 70mm Super Technicama Technicolor (R) 30% Distributed by ALLIED ARTISTS 25%

55 DAYS OF TITANIC ADVENTURE! FLAMING ACTION! EXOTIC PASSIONS!

"A SMASH! A KNOCKOUT!" says columnist HEDDA HOPPER



SUPER TECHNIRAMA' TECHNICOLOR'

FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR - MOJE AN DIMITRI TIOMKIN SOMEWAY PHILIP YORDAN & BERNARD GORDON - 1988-1987 VENIERO COLASANTI & JOHN MOORE DIRECTION NICHOLAS RAY . PRODUCES OF SAMUEL BRONSTON . DISTRIBUTIO BY ALLIED ARTISTS

Ad Mat No. 225

2 cols. x 5"

40 lines

225



FLORA ROBSON · JOHN IRELAND · HARRY ANDREWS · LEO GENN · ROBERT HELPMANN · KURT KASZNAR PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR - MUSIC BY DIMITRI TIOMKIN SCREENPLAY PHILIP YORDAN & BERNARD GORDON - PRODUCTION VENIERO COLASANTI & JOHN MOORE DIRECTED BY NICHOLAS RAY . PRODUCED BY SAMUEL BRONSTON . DISTRIBUTED BY ALLIED ARTISTS

Ad Mat No. 406

Ad Mat No. 228

4 cols. x 12"

672 lines

40,6



FLORA ROBSON - JOHN TRELAND - HARRY ANDREWS - EEO GENN - ROBERT HELPMANN - HURT KASZNAR PALLE LUNAS - ELIZABETH SELLARS - JACQUES SESNAS - JERONE THOR - WHAT IN DIMITRE TIOMKIN PARCELS OF NICHOLAS RAY - PRODUCE IN SAMUEL BRONSTON - SERVICES IN ALLIED ARTISTS

2 cols, x 3"

228 84 lines

55 DAYS OF FLAMING ACTION, TITANIC ADVENTURE, EXOTIC PASSIONS!



FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR - PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR

MUSIC BY DIMITRI TIOMKIN - SCREENPLAY PHILIP YORDAN & BERNARD GORDON - PRODUCTION VENIERO COLASANTI & JOHN MOORE - DIRECTED BY NICHOLAS RAY

PRODUCED BY SAMUEL BRONSTON - DISTRIBUTED BY ALLIED ARTISTS

Ad Mat No. 604

6 cols. x 61/2"

525 lines

504



FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR - MUSIC BY DIMITRI TIOMKIN SCREENPLAN PHILIP YORDAN & BERNARD GORDON - PRODUCTION VENIERO COLASANTI & JOHN MOORE DIRECTED BY NICHOLAS RAY - PRODUCTED BY SAMUEL BRONSTON - DESIGNATION BY ALLIED ARTISTS

315

Ad Mat No. 315 3 cols. x 9" 378 lines



"BREATHTAKING AS "EL CID"!"-L. A. Times. "THRILLING!"-Chicago American "SWEEPING SPECTACLE!"-Screenland Mag. "PICTORIALLY MAGNIFICENT!"-Time



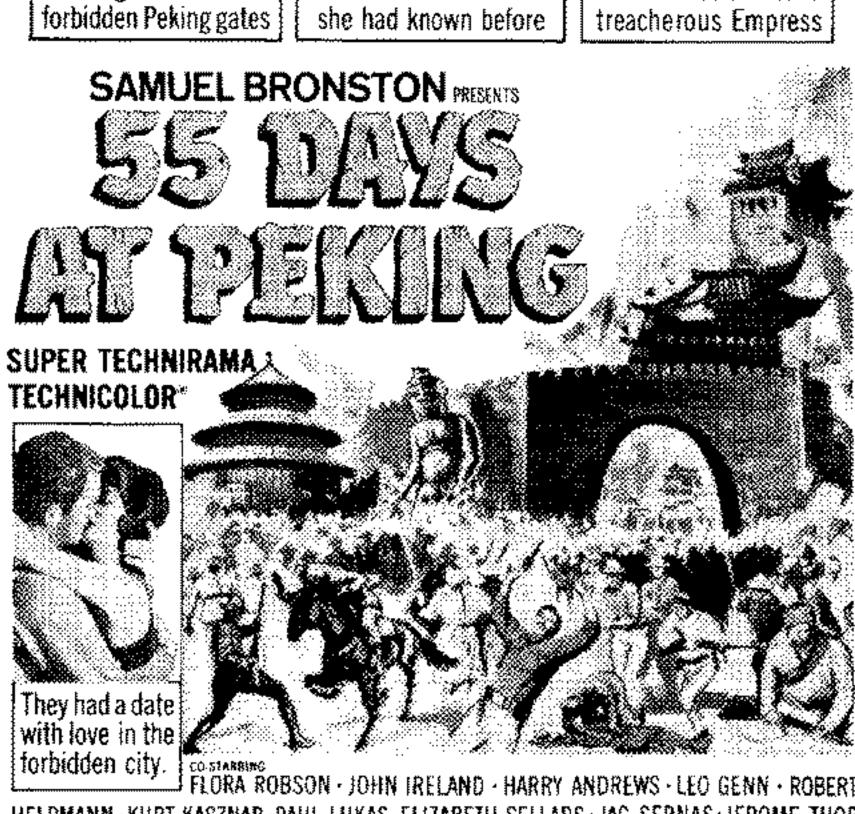
slashing swords to the

Ad Mat No. 222

HESTON GARDNER
The U.S. marine who hurled his way thru her past scarred by

Adventuress he met, her past scarred by the embraces of men she had known before

Steel-nerved envoy... fighting the intrigues and barbarism of a treacherous Empress



2 cols, x 91/2"

266 lines



PRESEN

Never a reckless hero like the U.S. Marine who smashed the towering gates of Peking! Never an adventuress like the woman he met there! Never a mighty picture like this!

SS DESS

SUPER TECHNIRAMA" TECHNICOLOR"

FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN
ROBERT HELPMANN - KURT KASZNAR - PAUL LUKAS - ELIZABETH SELLARS
JACQUES SERNAS - JEROME THOR - MUSIC BY DIMITRI TIOMKIN

SCREENPLAY PHILIP YORDAN & BERNARD GORDON
PRODUCTION VENIERO COLASANTI & JOHN MOORE
DIRECTED BY NICHOLAS RAY - PRODUCED BY SAMUEL BRONSTON

DISTRIBUTED BY ALLIED ARTISTS

224

Ad Mat No. 244

2 cols, x 13"

364 lines

The N. Y. WORLD TELEGRAM says:

"One of The Great Adventures Of All Time! Massive Action And Rugged Romance in Color!"

"BREATHTAKING AS 'EL CID'!"-L. A. Times. "THRILLING!"-Chicago American "SWEEPING SPECTACLE!"-Screenland Mag. "PICTORIALLY MAGNIFICENT!"-Time



CHARLTON G ESTON G

The U.S. Marine major who hurled his way through slashing swords to the forbidden gates of Peking.



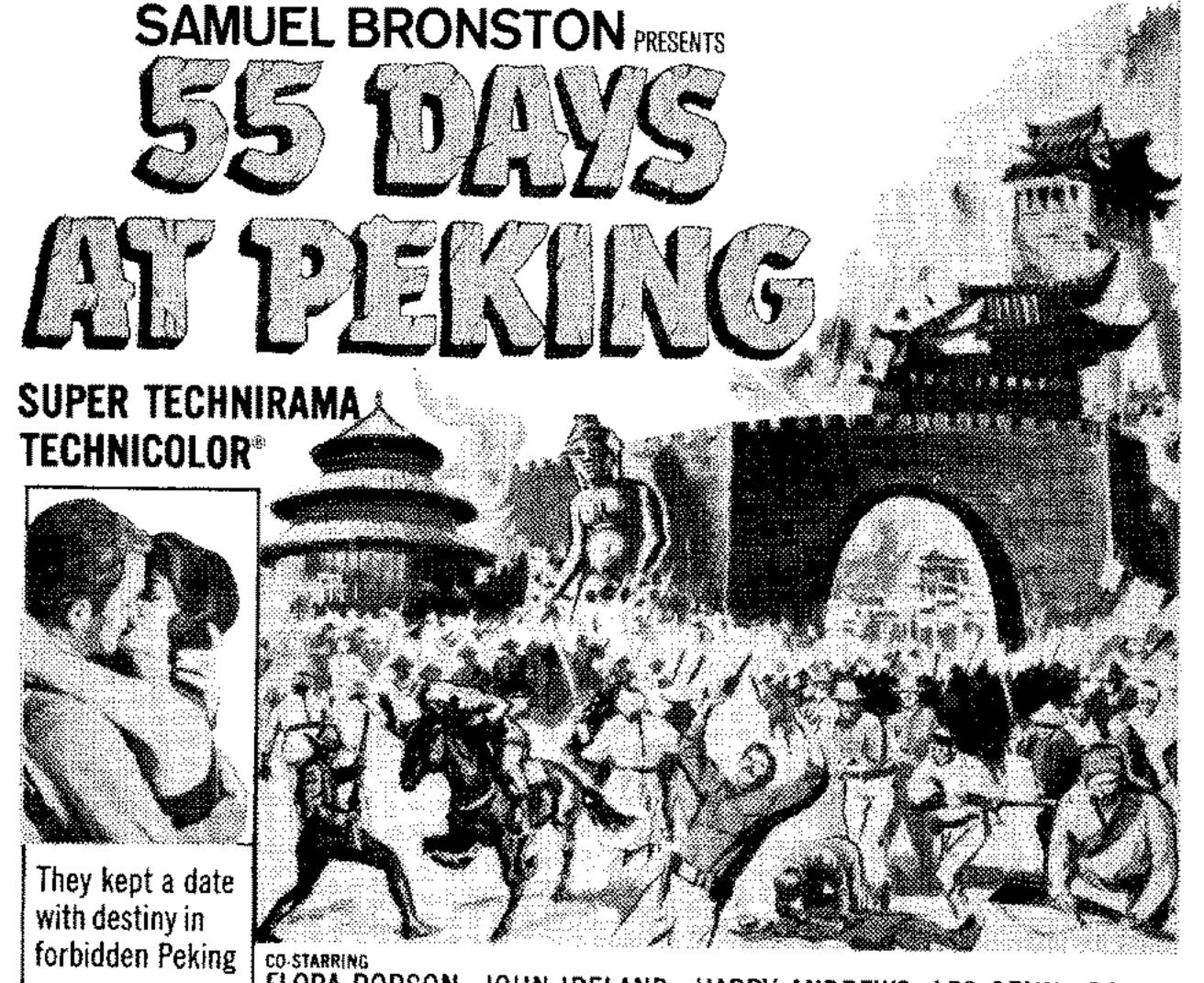
GARDNER

The adventuress he met there...her past scarred by the embraces of the men she had known before



N DAVID VEN

The steel-nerved diplomat who faced the intrigues and barbarism of a treacherous Manchu empress



FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR - PAUL LUKAS - ELIZABETH SELLARS - JAC SERNAS - JEROME THOR MUSIC BY DIMITRI TIOM KIN - SCREENPLAY PHILIP YORDAN & BERNARD GORDON PRODUCTION VENIERO COLASANTI & JOHN MOORE - DIRECTED BY NICHOLAS RAY PRODUCED BY SAMUEL BRONSTON - DISTRIBUTED BY ALLIED ARTISTS

314

Ad Mat No. 314

3 cols, x 14"

588 lines



CO STARRING FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR - PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR MILISIC BY DIMITRI TIOMKIN - SCREENPLAY PHILIP YORDAN & BERNARD GORDON - PRODUCTION VENIERO COLASANTI & JOHN MOORE - DIRECTED BY NICHOLAS RAY PRODUCED BY SAMUEL BRONSTON . DISTRIBUTED BY ALLIED ARTISTS

Ad Mat No. 508

5 cols. x 5 /4"

Samuel Bronston present

55 DAYS at PEKING

SUPER TECHNIRAMA" TECHNICOLOR"

Ad Mat No. 112

367 lines

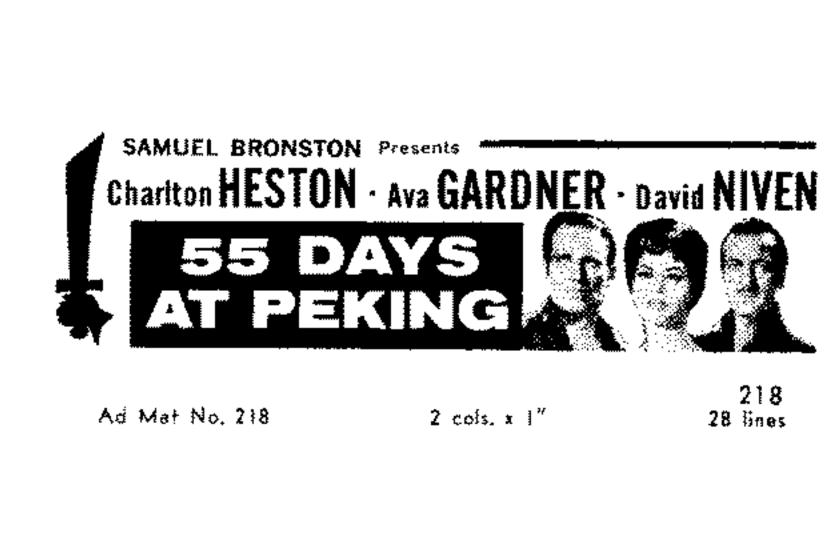
112

TITANIC ADVENTURE! SAMUEL **BRONSTON** SUPER TECHNIRAMA" TECHNICOLOR 113

Ad Mat No. 113 1 col. x 2"

28 lines

508



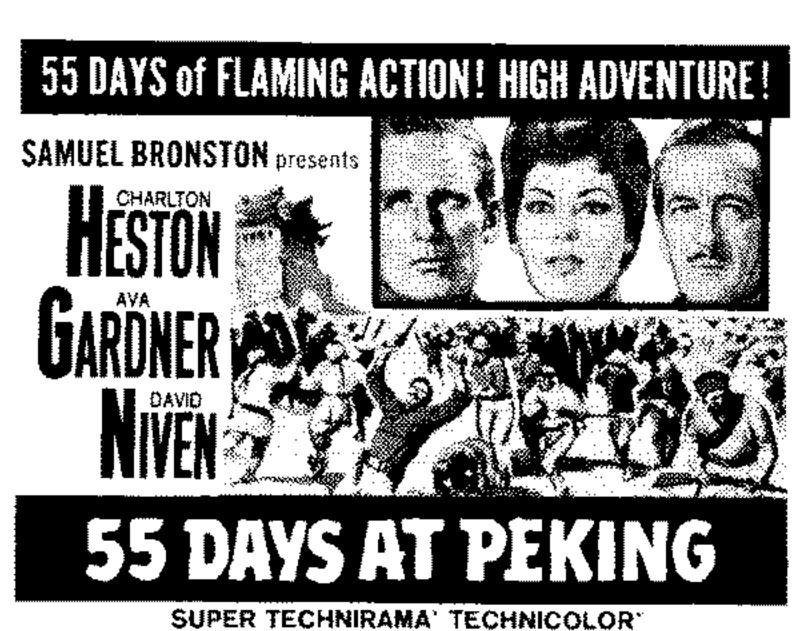


FLORA ROBSON - JOHN TRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN KURT KASZNAR PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR NUSSE BY DIMITRE TIOMKIN SCATCHAS PHILIP YORDAN & BERNARD GORDON PRODUCTION VENIERO COLASANTI JOHN MOORE "PRECTEC BY NICHOLAS RAY PRODUCED BY SAMUEL BRONSTON - OBTAGBUTED BY ALLIED ARTISTS

Ad Mai No. 229

2 cols. x 8"

229 224 lines



FLORA ROBSON - JOHN FRELAND - HARRY ANDREWS - LEG GENN - ROBERT HELPMANN - KURT KASZNAR PAUL LUKAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR - MISH A- DIMITRI TIOMKIN SERVEN PHILIP YORDAN ABERNARD GORDON - TRESCRIPT VENIERO COLASANTI A JOHN MOORE COMMETTE OF NICHOLAS RAY - POLOGETO OF SAMUEL BRONSTON - DESIREMENTO OF ALLIED ARTISTS

Ad Mat No. 227

2 cols, x 31/4"

91 lines

227



240 lines 1 col. x 17" The N. Y. WORLD TELEGRAM says:

"One of The Great Adventures Of All Time! Massive Action And Rugged Romance in Color!"



SUPER TECHNIRAMA TECHNICOLOR

FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN KURT KASZNAR · PAUL LUKAS · ELIZABETH SELLARS · JACQUES SERNAS · JEROME THOR MUSIC BY DIMITRI TIOMKIN - SCREENPLAY PHILIP YORDAN & BERNARD GORDON PRODUCTION VENIERO COLASANTI & JOHN MOORE : DIRECTED BY NICHOLAS RAY PRODUCED BY SAMUEL BRONSTON . DISTRIBUTED BY ALLIED ARTISTS

313

Ad Mat No. 226

Ad Mat No. 313

3 cols. x 10"

420 lines

GIANT OF ALL THE YEAR'S GREAT HITS!

MAGNIFICENT NEW TRIUMPH FROM THE MAKER OF 'EL CID'!



FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR PAUL LUXAS - ELIZABETH SELLARS - JACQUES SERNAS - JEROME THOR - HUSIE DI DIMITRI TIONKIN SCREEN AND PHILIP YORDAN & BERNARD GORDON - PROSPECTION VENIERO COLASANTI & JOHN MOORE DRECTE IN NICHOLAS RAY - PRODUCES IN SAMUEL BRONSTON - DESTRUBBLE IN ALLIED ARTISTS

2 cols, x 41/2"

119 lines

226



Ad Mat No. 111 1 col. x 31/2"

49 lines





FLORA ROBSON - JOHN IRELAND - HARRY ANDREWS - LEO GENN - ROBERT HELPMANN - KURT KASZNAR PAUL LUKAS · ELIZABETH SELLARS · JACQUES SERNAS · JEROME THOR · MUSIC BY DIMITRI TIOMKIN BINGTO BY NICHOLAS RAY - PRODUCTO BY SAMUEL BRONSTON - DISTRIBUTED BY ALLIED ARTISTS

SUPER TECHNIRAMA" TECHNICOLOR"

Ad Mai No. 223

2 cols. x 71/2"

210 lines



SUPER TECHNIRAMA® TECHNICOLOR®

THE VENIERO COLASANTI LIOHN MOORE SAICHO IN NICHOLAS RAY - SAMUEL BRONSTON SOMEOND IN ALLIED ARTISTS

230

168 lines

Ad Mat No. 230

2 cals, x 6"





PROSPECTIONS VENIERO COLASANTI LIOHN MOORE - DARRETTO M NICHOLAS RAY PRODUCED BY SAMUEL BRONSTON - DISTRIBUTED BY ALLIED ARTISTS

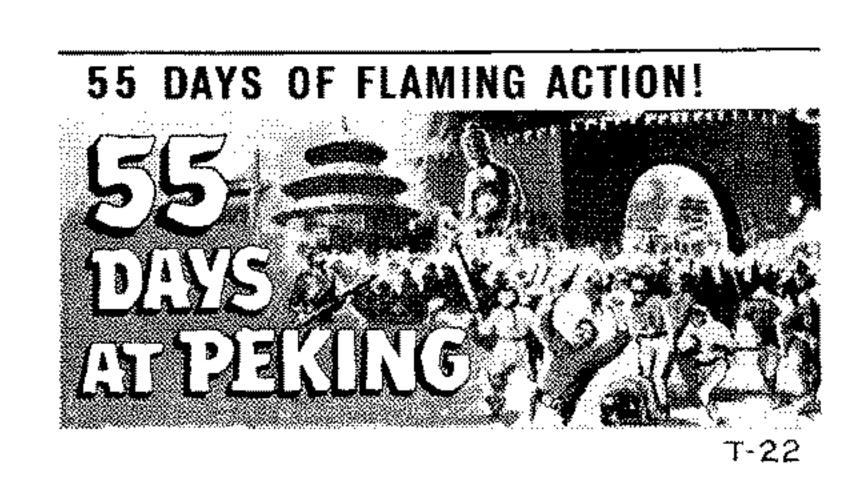
Ad Mat No. 221

2 cols. x 61/2"

221 182 lines

TEASER ADS









7-23

COMPLETE CAMPAIGN MAT

THE COMPOSITE MAT CONSISTS OF AD MAT NUMBERS 111, 112, 113, 227, 229, 218. SCENE MAT NUMBERS IK AND 2E. ANY MAT MAY BE ORDERED SINGLY BY NUMBER.

ORDER "55 DAYS AT PEKING" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN!

RADIO AND TELEVISION

Radio and television should be a most important factor in your "55 Days At Peking" selling campaign, prior to and during the picture's run. The specially prepared radio transcriptions and television trailers are available to showmen at no cost.

RADIO TRANSCRIPTIONS

Fourteen power-packed radio spots containing exciting, dramatic copy directed to the millions of listeners who enjoy top-flight screen entertainment are waxed on the "55 Days At Peking" radio platter. The platter has two sides. There are six spots on Side One and eight spots on Side Two.

IMPORTANT! Each side has a different type of presentation. Be sure to play them both and select the spots best suited for your situation and time buys.

SIDE ONE consists of:

2 — ONE MINUTE SPOTS

2 — 30-SECOND SPOTS

1 --- 20-SECOND SPOT

1 — 10-SECOND SPOT

SIDE TWO consists of:

3 — 55-SECOND SPOTS

3 — 25-SECOND SPOTS

- 15-SECOND SPOT

1 --- 10-SECOND SPOT

TELEVISION TRAILERS

The set of TV trailers on "55 Days At Peking" is made of nine spots of varying lengths which give the viewer a glimpse of the picture's spectacular scenes, dramatic highlights and exciting love scenes. The set of 16mm trailers consists of:

2 — ONE MINUTE SPOTS

5 — 20-SECOND SPOTS

2 — 10-SECOND SPOTS

"55 DAYS AT PEKING"OPEN-END RADIO INTERVIE WS

A record containing "Open-End" interviews with Charlton Heston, David Niven, Dimitri Tiomkin and other top stars and production personalities of "55 Days At Peking" has been prepared. The record is accompanied by a script of each interview including the open-end "dialogue" for the disc jockey or announcer. These interviews are ace entertainment for any program. Here's a potent item to plant with your radio stations.

ORDER RADIO SPOTS, TV TRAILERS AND/OR OPEN-END INTERVIEWS WELL IN ADVANCE FROM YOUR LOCAL EXCHANGE OR ALLIED ART-ISTS EXPLOITATION DEPARTMENT, 165 WEST 46th ST., NEW YORK 36, NEW YORK, OR 4376 SUNSET DRIVE, HOLLYWOOD 27, CALIFORNIA.

TELEVISION SLIDES

TV slides are available for that brief eye-catching flash on the video screen. The slides are \$4.00 each and this price includes any imprinting desired. This information should be sent in with your order. Check or money order must accompany your order.

Order from CHATIS ART DISPLAYS, 6453 Sunset Blvd., Hollywood 28, Calif.

EXCITING MUSIC FROM '55 DAYS AT PEKING' RECORDED BY COLUMBIA RECORDS BACKED BY NATION-WIDE PROMOTIONAL ACTIVITY

TIOMKIN'S ORIGINAL SOUND TRACK ALBUM

The original sound track recording of the score of "55 Days At Peking" is colorful and exotic. Dimitri Tiomkin, in conducting, called into play not only the conventional instruments of the West, but also rare ones of the ancient East. With the use of these instruments, highlights have been lushly reproduced in full splendor of high fidelity and stereo.



Contact your Columbia Records distributor as soon as you set your date. They will go all-out in helping you get maximum results for the picture and their recordings. Arrange tie-ups with disc jockeys; get key window and counter displays; work on other promotions such as newspaper and air contests giving away records as prizes. Suggest that you personally give your local drama editor an album.

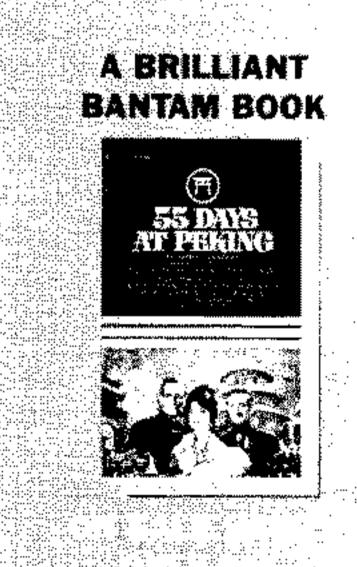
'55 DAYS AT PEKING' BANTAM BOOK

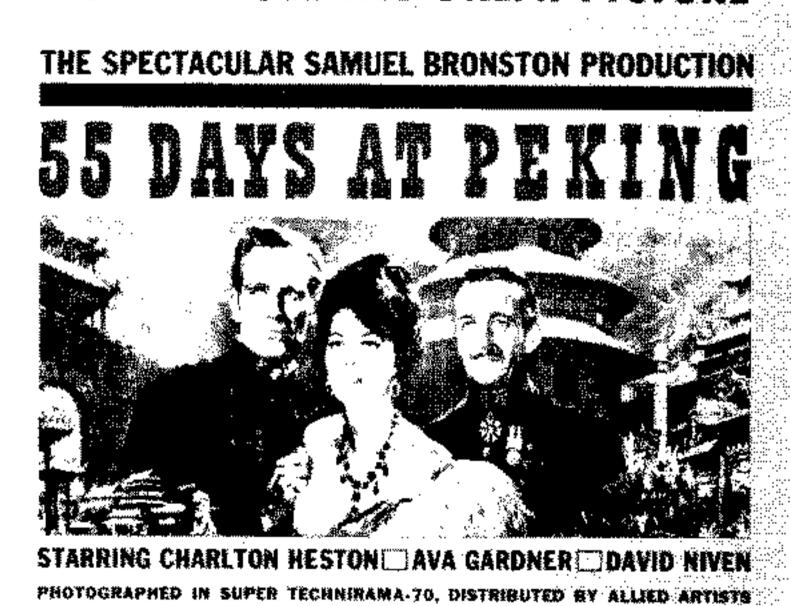
Every exhibitor should take advantage of the full-scale, nation-wide cooperation offered by Bantam Books in promoting the special movie edition of "55 Days At Peking."

A special book rack card has been prepared (illustrated below). The Bantam Book distributor in your area will furnish all dealers with these cards. Tie-in your theatre and play date.

READ THE BANTAM BOOK

SEE THE GREAT PICTURE





COMIC BOOK ON '55 DAYS AT PEKING'

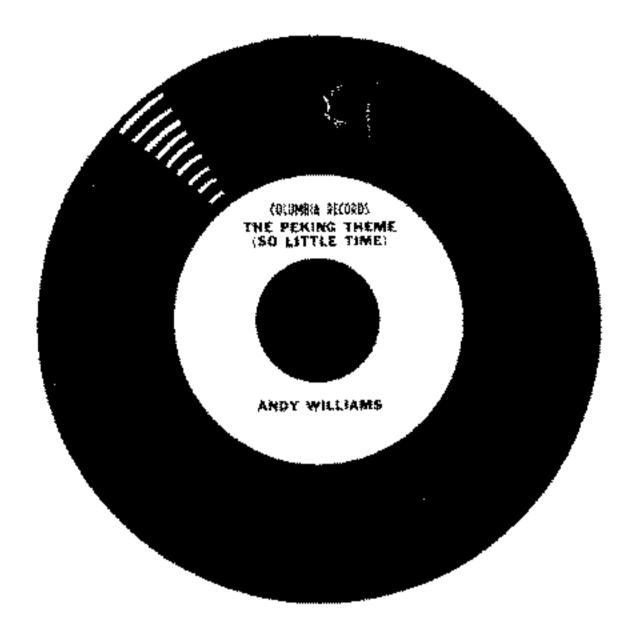
As part of the promotional activities on Samuel Bronston's "55 Days At Peking," Western Printing has prepared a 32-page comic book.

Based on the motion picture which stars Charlton Heston, Ava Gardner and David Niven, the comic book includes full-color photos on the front cover as well as a special "Key of Knowledge" concerning the Boxer Revolt. The distribution is being handled by Pocketbooks Inc., 630 Fifth Avenue, New York. Contact your distributor for promotion at a local level.

ANDY WILLIAMS RECORDS "THEME" SONG

Andy Williams, one of the greatest singing personalities of our time, has recorded THE PEKING THEME ("So Little Time") for Columbia. His outstanding disc is a natural for the millions of Williams' fans. Plug it big with your disc jockeys and work with the Columbia distributor to make this a HIT! Play the number between shows in your theatre.



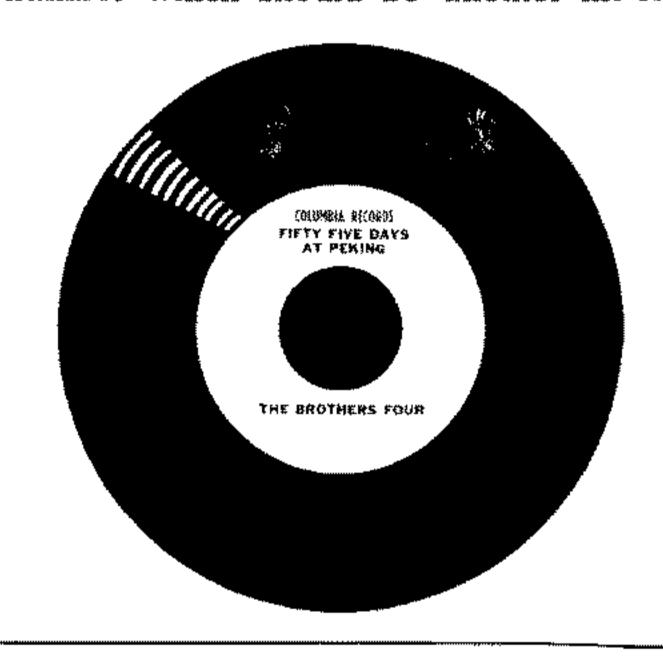


SPECIAL DIMITRI TIOMKIN RECORDING!

A sizzling orchestral version with tricky choral interpolations of THE PEKING THEME (So Little Time) personally conducted by the famed composer is a brand new Columbia disc. On the flip side, Tiomkin recorded "MOONFIRE" (Teresa's Theme). This record is headed for surefire popularity.

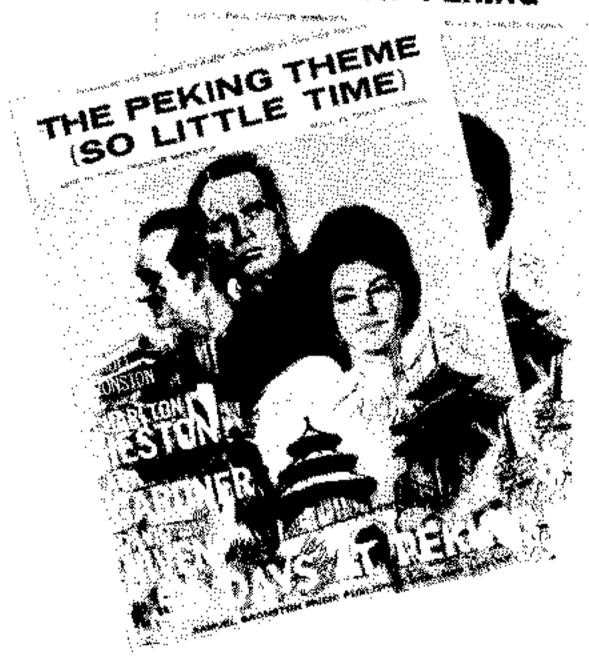
THE BROTHERS FOUR SING "TITLE" TUNE

This singing, musical group made up of ex-collegians, known as THE BROTH-ERS FOUR, has recorded the title tune "55 Days At Peking," a stirring marching number which should be another hit for this successful combination.





55 DAYS AT PEKING



SAMUEL BRONSTON Music Publishing, Inc.

This company is handling the publishing and the promotion of all the music. It works with disc jockeys, recording companies and has published the sheet music illustrated above. Your contact is Harry Richmond, 10 Columbus Circle, New York 19, N.Y.

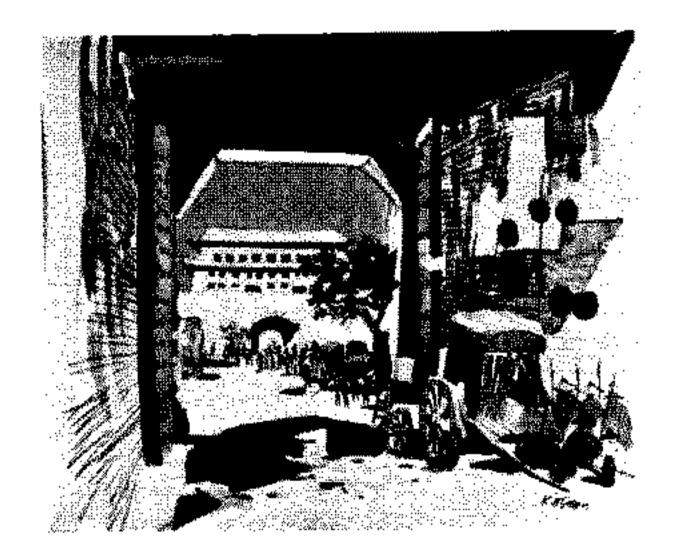
"55 Days At Peking" Title Tune on Verve Label

Verve Records has a Bill Evans version of the "title tune" on the market. Evans, known for jazz LP albums, was voted the number one jazz pianist for two consecutive years.

The Verve Record company has alerted all its distributors nationally to get on the "55 Days At Peking" bandwagon and work closely with theatre operators. Contact the local distributor in your area immediately after you set your date.

Kenny Ball Waxes Title Tune for Kapp Records

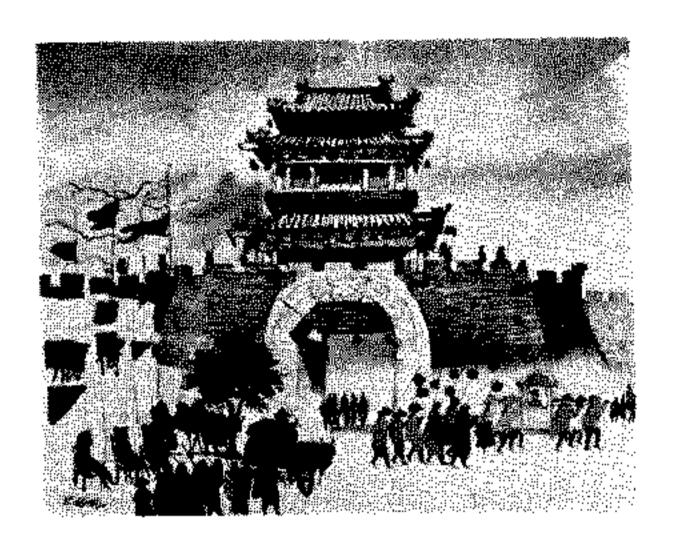
Kenny Ball, who had one of the topselling records in the United States with "Midnight In Moscow" has recorded the "title tune" for Kapp Records. You can expect full cooperation from the Kapp Records distributors in your area. Get in touch with the local representative and arrange your variety of promotions.



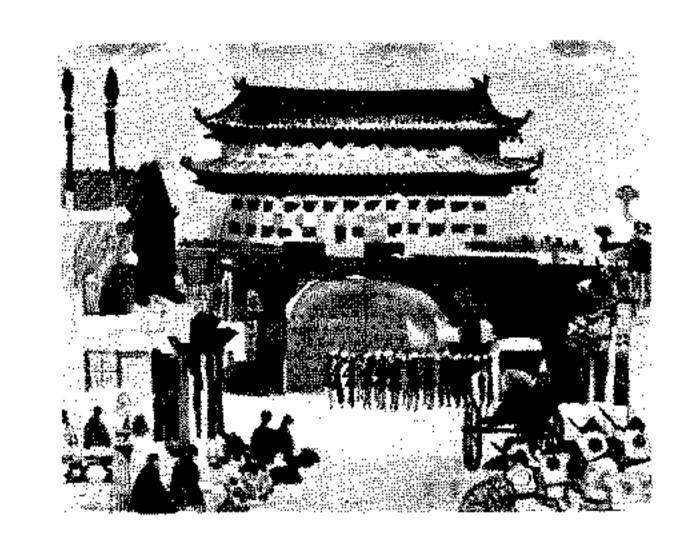
DONG KINGMAN PAINTINGS

Dong Kingman, brilliant American-Chinese artist, created the main title backgrounds for "55 Days At Peking." The famed artist on the set during the actual production also made gorgeous water color paintings of various scenes. A set of six of these masterpieces have been reproduced, printed so gorgeously they look like originals. They are 19" by 28" in size and can be used for the best kind of displays, both in tieups and lobbies and fronts. The set of six may be ordered for \$4.00.











THE TRAILERS

The Regular or Pre-Opening

This trailer runs about three minutes and contains a number of the dramatic highlights of the motion picture. It should be used during the period immediately prior to your playdate. Wherever possible, suggest that you run it two weeks in advance. Keep in mind the fact that the trailer is one of the most important selling aids for "55 Days At Peking."

The Teaser or Cross-Plug

This teaser or cross-plug trailer runs about one minute. It can be used in your theatre to tease your patrons well in advance of playdate. If your theatre is affiliated with one or more theatres in town, you should then use it for cross-plugging in these houses. Furthermore, it is good business to keep on plugging "55 Days At Peking" prior to and during the run of the picture in the affiliated operations.

3-DIMENSIONAL DISPLAY

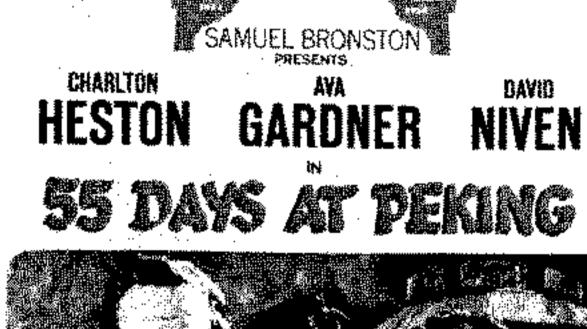
A special, eye-catching display in 3-dimensions (illustrated below) and measuring approximately 19" x 22", is a novelty which should be used in downtown store windows, etc. In addition, surround the display with selected stills.







ORA MUBSON JOHN FREAMO MANNY ANDREWS LED GENN BODERT HET FAMA BUT KASZMAR PAND, TUKAS ELV AND THE SOLANS JACQUES STRIAS JEROME FM DIMITIRE TIGHKIN PHILIP YORGAN LEGENARD CORDON INCHOUAS RAY SAMUEL BROWSTON TOMM SERFER FECTENBERMA SECHNICOLOR ALLICO ANDSTS TWO
STYLES
OF
40 x 60
DISPLAYS
IN
FULL COLOR



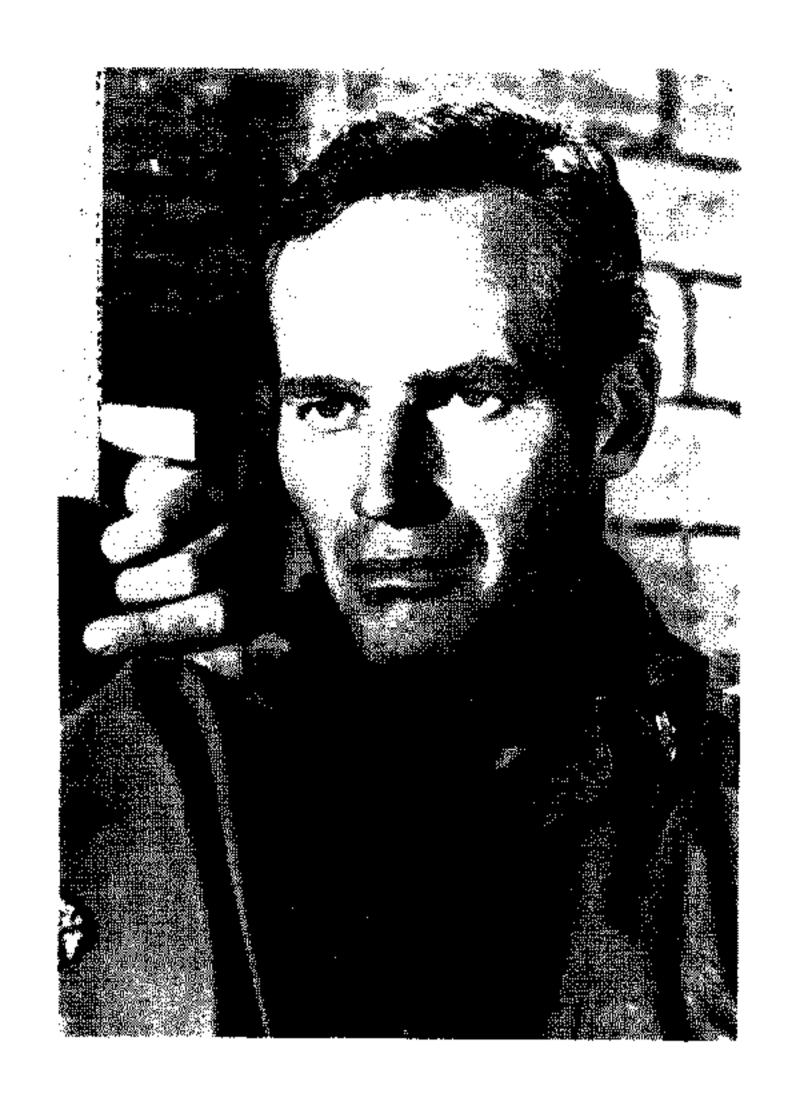


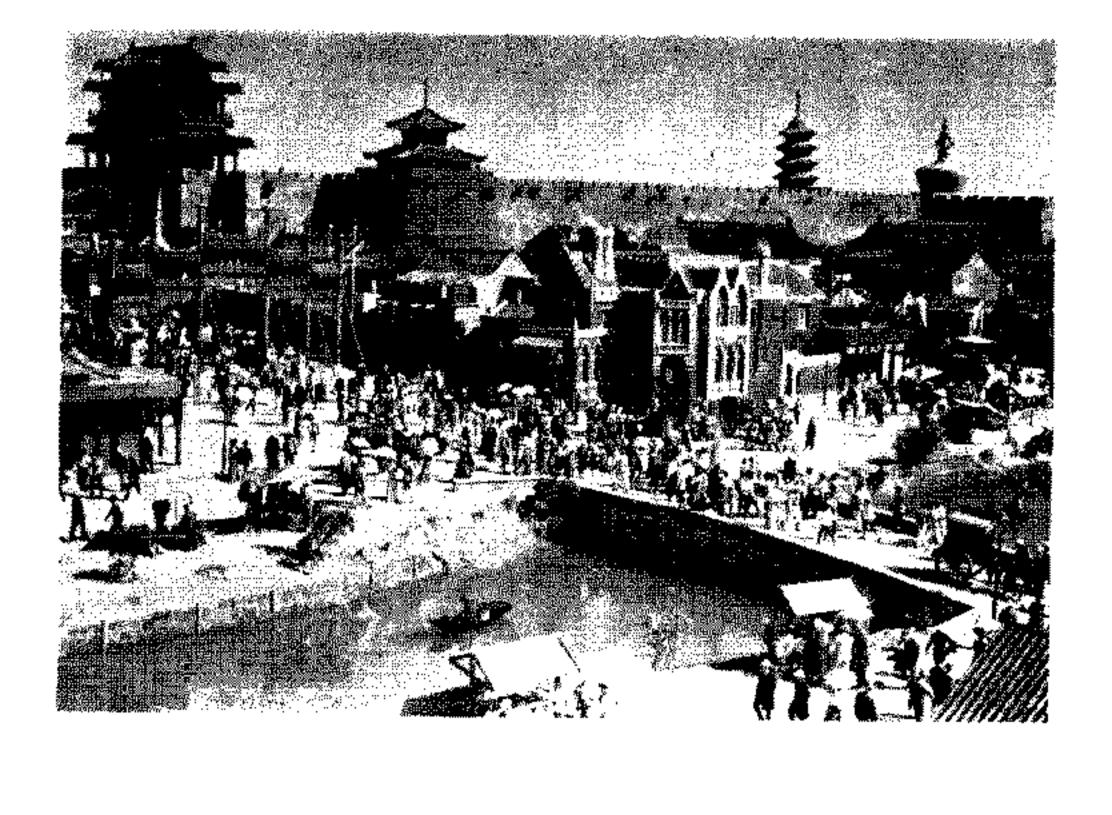
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ALSO AVAILABLE
IN
FULL COLOR
TWO 30 x 40's

The art treatment is the same as the 40 x 60's

CHECK WITH
NATIONAL SCREEN
FOR ALL ITEMS
LISTED ON
THIS PAGE





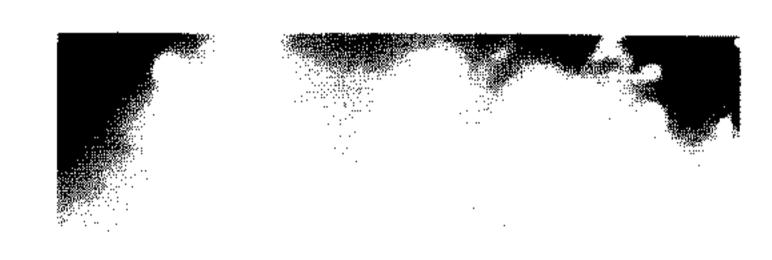
GORGEOUS FULL COLOR PRINTS GIANT SIZE FOTOBUSTAS

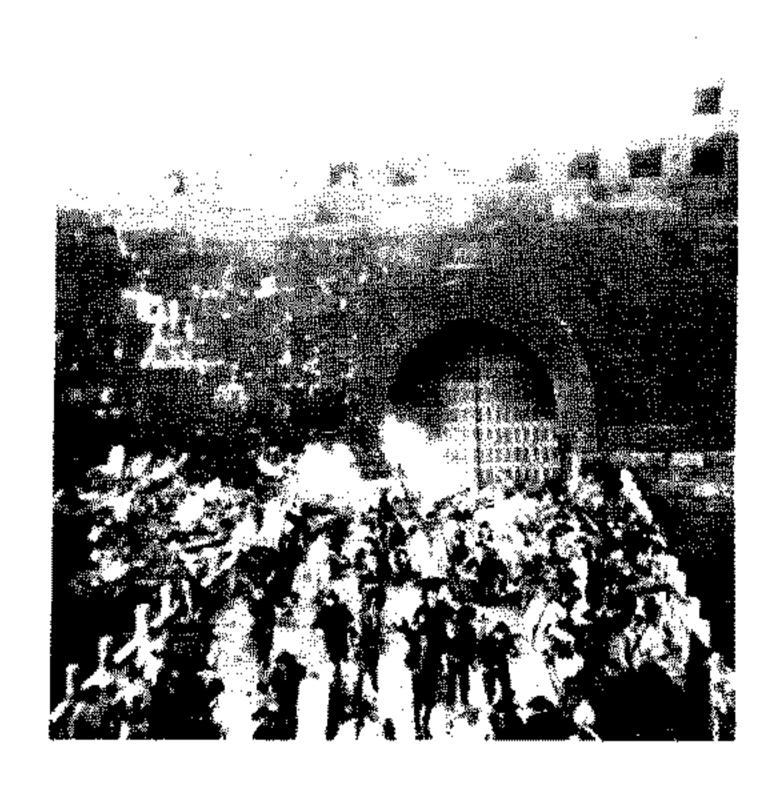
Beautiful full color reproductions come in two sizes and include heads of the stars and scenes from the film. These superior quality, eye-catching prints are ideal for theatre fronts, lobbies, store windows, counter displays, and for libraries and schools.

The larger reproductions, approximately one-sheet in size, measure 26 x 38 inches. This set consists of 12 prints on fine heavy stock. Six of these are illustrated on the upper section of this page. The set of 12 is available at \$8.00 from National Screen Service.











MEDIUM SIZE FULL COLOR FOTOBUSTAS

These sets consist of 12 exciting reproductions, six of which are shown below, measuring 19 by 27 inches each. The set of 12 costs \$6.00 and may be ordered from National Screen.













SPECTACULAR POSTERS and LOBBIES IN FULL COLOR



24 SHEET



SIX SHEET



ONE SHEET

ORDER ALL ACCESSORIES FROM NATIONAL SCREEN SERVICE

ALSO AVAILABLE

Two Exciting 40 x 60's

Each one has a different art treatment.

TWO 30 x 40's

STANDEES

24 x 60

24 x 82

A THREE DIMENSIONAL DISPLAY

A SET OF EIGHT FULL COLOR 11 x 14 LOBBY PHOTOS

Several of the items listed above, all in full color, are illustrated elsewhere in this pressbook. Additionally, check the pressbook carefully for other impressive material in breath-taking color.



INSERT CARD



THREE SHEET



22 x 28 LOBBY CARD

PRINTED IN U.S.A.