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The Boldest Best-Seller
Of Our Time . . .
Honestly, Fearlessly
On the Screen!

FROM HERE TO ETERNITY

starring

BURT LANCASTER · MONTGOMERY CLIFT
DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon the novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMANN · A COLUMBIA PICTURE

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ADS ON "FROM HERE TO ETERNITY"!

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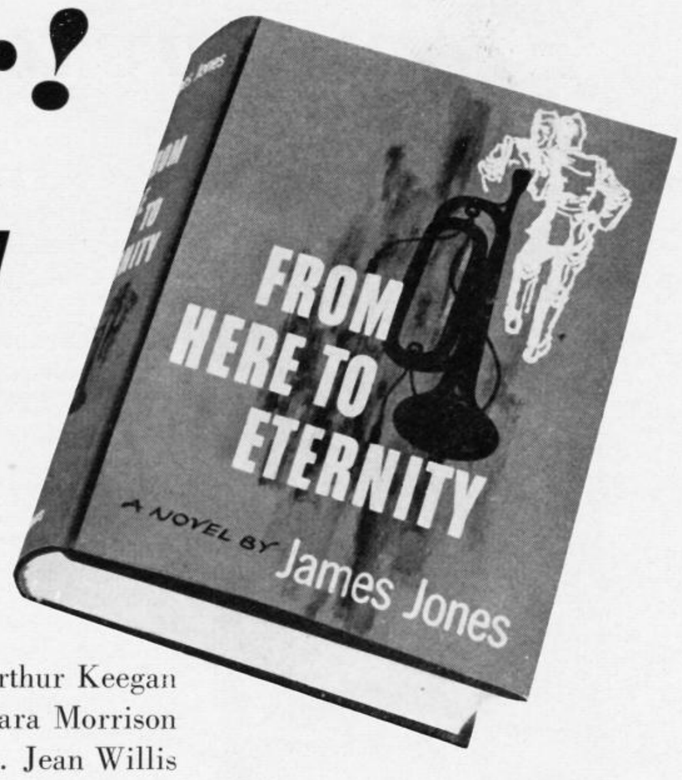
Stark! Bold! Tender! Brawling Their Way To Film Greatness!



THE CAST

Sgt. Milton Warden ..... Burt Lancaster
Robert E. Lee Prewitt ... Montgomery Clift
Karen Holmes ..... Deborah Kerr
Angelo Maggio ..... Frank Sinatra
Lorene ..... Donna Reed
Capt. Dana Holmes ..... Philip Ober
Sgt. Leva ..... Mickey Shaughnessy
Mazzioli ..... Harry Bellaver
Sgt. "Fatso" Judson ..... Ernest Borgnine
Corp. Buckley ..... Jack Warden
Sgt. Ike Galovitch ..... John Dennis
Sal Anderson ..... Merle Travis
Sgt. Pete Karelsen ..... Tim Ryan
Treadwell ..... Arthur Keegan
Mrs. Kipfer ..... Barbara Morrison
Annette ..... Jean Willis
Sgt. Baldy Dhom ..... Claude Akins
Sgt. Turp Thornhill ..... Robert Karnes
Sgt. Henderson ..... Robert Wilke
Corp. Champ Wilson .. Douglas Henderson
Sgt. Maylon Stark ..... George Reeves
Friday Clark ..... Don Dubbins
Corp. Paluso ..... John Cason
Georgette ..... Kristine Miller
Capt. Ross ..... John Bryant

Mat 1-*A*; *Still No.* 339
Burt Lancaster
(*Also in ½-column size—page* 10)

Mat 1-*C*; *Still No. P*-29
Deborah Kerr
(*Also in ½-column size—page* 10)

Mat 1-*E*; *Still No.* 15
Donna Reed
(*Also in ½-column size—page* 10)

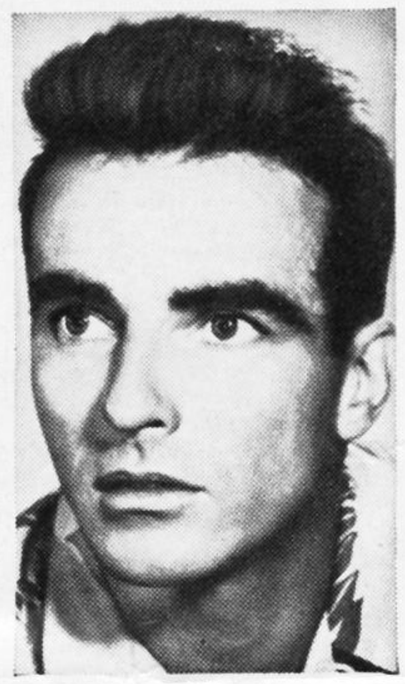
THE CREDITS

Screen Play by Daniel Taradash; Based upon the novel by James Jones; Directed by Fred Zinnemann; Assistant Director, Earl Bellamy; Gowns by Jean Louis; Musical Director, Morris Stoloff; Background Music by George Duning; Song "Re-enlistment Blues" by James Jones, Fred Karger, Robert Wells; Director of Photography, Burnett Guffey, A.S.C.; Art Director, Cary Odell; Film Editor, William Lyon, A.C.E; Set Decorator, Frank Tuttle; Technical Adviser, Brig. Gen. Kendall J. Fielder, Ret.; Makeup by Clay Campbell; Hair Styles by Helen Hunt; Sound Engineer, Lodge Cunningham; Orchestrations by Arthur Morton; Produced by Buddy Adler. A Columbia Picture.

THE STORY

(*Not for Publication*)

In the summer of 1941, bugler Robert E. Lee Prewitt (Montgomery Clift) transfers into an infantry outfit run by First Sergeant Milton Warden (Burt Lancaster), at Schofield Barracks, Honolulu. Prewitt, an excellent boxer, refuses to join the company boxing team and Warden is required by Capt. Dana Holmes (Philip Ober), to give him The Treatment, making his life as miserable as possible. Pvt. Angelo Maggio (Frank Sinatra) is the only one in the company to befriend Prewitt who falls in love with Lorene (Donna Reed), a hostess at the New Congress Club. Warden's one affair with Karen Holmes (Deborah Kerr), the Captain's wife, mounts to the point where she agrees to divorce the officer and wed Warden. Maggio goes AWOL and is brutally beaten in a prison stockade, dying in Prewitt's arms. In a fierce fight, Prewitt kills the man responsible. Gravely wounded himself, Prewitt finds sanctuary with Lorene. The attack on Pearl Harbor finds Warden in his element—a professional soldier at war. Prewitt, another professional soldier, is killed while trying to get back to Warden and the war. Karen and Lorene meet on a homebound boat, each knowing she has lost the man she loved. (*Running Time*: 118 *Minutes*)



Mat 1-*B*; *Still No. c*402*c*
Montgomery Clift
(*Also in ½-column size—page* 10)

Mat 1-*D*; *Still No.* 51
Frank Sinatra
(*Also in ½-column size—page* 10)

Brought to the Screen Honestly, Fearlessly! By Columbia Pictures

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'From Here to Eternity' Stark, Bold and Tender!

Mat I-F; Still No. c342c
BURT LANCASTER, DEBORAH KERR star with Montgomery Clift, Frank Sinatra and Donna Reed in Columbia Pictures' "From Here to Eternity," now at the ..... Theatre. The film is based on James Jones' bold best-seller.

Mat I-H; Still No. 393
MONTGOMERY CLIFT, DONNA REED star with Burt Lancaster, Deborah Kerr and Frank Sinatra in Columbia Pictures' filmization of the James Jones' best-seller, "From Here to Eternity," now at the ..... Theatre.

Mat I-K; Still No. 141
"FROM HERE TO ETERNITY" stars Montgomery Clift, left, here battling Ernest Borgnine, at the .....Theatre with Burt Lancaster, Deborah Kerr, Frank Sinatra, Donna Reed.

(General Advance)

"From Here to Eternity," James Jones' powerful prize-winning novel that created a sensation when published, has been transformed by Columbia Pictures into the motion picture eagerly awaited by millions and due on the screen of the ..... Theatre on ..... The best-seller's memorable characters are enacted by a star-studded cast that includes Burt Lancaster as Sergeant Warden; Montgomery Clift as Prewitt; Deborah Kerr as Karen; Frank Sinatra as Maggio and Donna Reed as Lorene.

As a novel, an epic saga of a group of pre-Pearl Harbor professional soldiers — their lives, loves and fights—"From Here to Eternity" is said to be much more than that in its pictorial rendition. Directed by Fred Zinnemann, the magnificent new movie reportedly is compounded out of the universal elements of life itself—courage, brutality, love.

In "From Here to Eternity," Clift, a young soldier who loves the Army, transfers to an infantry outfit stationed at Schofield Barracks in Honolulu. Although a tough and able soldier, Clift has an unregimented and independent streak in him. He refuses when he is asked to join the company boxing team by his commanding officer who hopes, thereby, to advance his own career by producing a championship team. Grounds for this refusal is that he once blinded his best friend while sparring with him. For this, Clift is given The Treatment, a steady round of brutal harassment.

Clift's stubborn refusal to surrender to The Treatment arouses the reluctant admiration of the company's top sergeant, played by Lancaster, himself a professional soldier able and willing to live with the system as he understands it. The sergeant's liking for the indomitable courage of the young soldier carries over, into his own illicit affair with the captain's unhappy wife, sweater-clad Deborah Kerr, helping to transform it from the unthinking and casual thing it is into a real, purposeful romance. Clift, too, finds romance, with Donna Reed who portrays a friendly hostess in a Honolulu social club and whose plans for her own future include no entanglement with an Army 30-year man.

The constant goading to which he is subject finally forces Clift to turn upon his tormentors; he whips one of them in a brutal fist fight. Still shaken by the anger and bitterness he has so long held down, he then goes hunting for the sadistic sergeant of a military stockade, responsible for the death of his only friend, the likable Pvt. Maggio played by Frank Sinatra. Killing the man in another all-out fight, Clift finds sanctuary with his girl while Lancaster, as top sergeant, does what he can to cover up for him. The "sneak" attack on Pearl Harbor is the culminating incident of the film.

In "From Here to Eternity" perhaps never have so many stars been given so many outstanding parts. Lancaster, who proved that he was more than a great action star with his solid performing in "Come Back, Little Sheba," reportedly is in his element as the man of action who is faced with a personal crisis. Clift, as the sensitive, stubborn young soldier who fights against the ruthless Treatment, is said to be perfectly cast. Miss Kerr, advance reports reveal, comes up with a change of pace as the officer's glamor wife, and Miss Reed, up till now continuously cast as a sweet young woman, is also said to reveal new resources as an actress in her current role. Sinatra gets in an off-beat assignment as the wild, exuberant Maggio; he also has been hailed as sensational in his role.

"From Here to Eternity" was partly filmed on location in Hawaii. Appearing in the film are such landmarks as Schofield Barracks, the Royal Hawaiian Hotel, Waikiki Beach, Honolulu Valley and Beach, Diamond Head and the Waialae Golf Course.

Daniel Taradash wrote the screen play, based on Jones' novel, which was directed by Zinemann for producer Buddy Adler.

Mat I-J; Still No. 51
FRANK SINATRA and DONNA REED star with Burt Lancaster, Montgomery Clift, Deborah Kerr in Columbia Pictures' "From Here to Eternity," based on the best-seller and now at the ..... Theatre.

Clift's Work in 'Eternity' Involved Varied Skills

"Acting before the cameras is a cinch compared to all the pre-production training required for a role," declares Montgomery Clift.

The handsome young actor, who is currently playing the part of Prewitt, the unregimented and spirited G.I. in Columbia's movie version of James Jones' best-selling novel, "From Here to Eternity," at the ..... Theatre, got his first good rest in a month when the film actually started shooting. The all-star cast of "From Here to Eternity" also includes Burt Lancaster, Deborah Kerr, Frank Sinatra and Donna Reed.

For his role as the regular Army soldier, Clift is called upon to perform as an expert boxer, bugler, rifleman and pool player. He even has to sing in the picture.

Clift's strenuous regimen to prepare him for his demanding role as the tough recalcitrant G.I. started off with road work. He then reported to former welterweight boxing champ Mushy Callahan at a gym where he worked out on the punching bag, weights and other body-building devices to develop his muscles, and then boxed a few rounds. Supposedly a first-class Army pugilist, Clift in the film knocks out a heavyweight who has been bullying him. And it had to look authentic for the cameras!

After a light lunch, Clift spent three hours with a master sergeant who drilled him in the manual of arms with a 1903 Springfield rifle (the weapon used during the period of the story), including the break-down and assembling procedure which Clift has to perform in a few seconds, use of the bayonet, and close quarter knife-fighting.

The next few hours were spent in Columbia's music department where music director Morris Stoloff gave Monty some singing lessons and trumpeter Manny Klein explained the fine points of bugling. Clift is supposed to be good enough to blow "taps" at Arlington Cemetery.

The exhaustive day was finally terminated at a Hollywood pool room where an expert taught the actor how to make with the cue and balls for a scene in an army recreation room where Clift racks up a few. In addition, of course, he had to learn close-order drill, the salute and the many other rounds of the U.S. soldier.

"From Here to Eternity" was written for the screen by Daniel Taradash. Fred Zinnemann, who also directed "High Noon," piloted "From Here to Eternity" for producer Buddy Adler.

Re-Create History

The Japanese bombing of Pearl Harbor, insofar as it affected Honolulu's Schofield Barracks, was re-created at the barracks for Columbia Pictures' "From Here to Eternity," now at the ..... Theatre with Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed starred. American planes resembling the 1941-type Japanese carrier-based planes were used.

Best-Seller Filmed

Columbia Pictures' "From Here to Eternity," brilliant screen version of James Jones' powerful best-selling novel, is due ..... at the ..... with Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed starred. Written for the screen by Daniel Taradash, "From Here to Eternity" was directed by Fred Zinnemann and produced by Buddy Adler.

'Eternity' Gives Lancaster Impassioned Action Role

When ex-acrobat and present action star Burt Lancaster was cast in the intensely dramatic film, "Come Back, Lttle Sheba," Hollywood had its doubts. So Shirley Booth walked off with a Best Actress award for her work in the film, tough competition for any actor, but Lancaster proved the acting surprise of the year, coming up with what is universally regarded as one of the year's finest male performances.

Now, in Columbia Pictures' outstanding motion picture version of James Jones' powerful best-selling novel, "From Here to Eternity," also starring Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed at the .....Theatre, Lancaster has what may be his best role to date. As the tremendous figure of Sergeant Warden, dedicated to his infantry company and the man who really runs it despite the fiction of an officer over him, Lancaster has come up with an arresting portrayal. Superb in his role as a leader of men, Lancaster's characterization is complicated by his mad infatuation for the attractive wife of his commanding officer, played by Deborah Kerr.

Lancaster launched his career when, an obscure acrobat, he appeared briefly in the short-lived Broadway play, "A Sound of Hunting." But his impressive performance in the play earned him a screen test which won him a movie contract from film producer Hal Wallace. The key role in "The Killers" won him Hollywood stardom. As a result of his work in such pictures as "Sorry, Wrong Number," "Flame and the Arrow," "Ten Tall Men" and "Come Back, Little Sheba," Lancaster has become one of Hollywood's top movie males.

The screen play of "From Here to Eternity," based on the intensely human pages of the most daring book of our time, was written by Daniel Taradash. Fred Zinnemann, director of "High Noon" also directed "From Here to Eternity" and Buddy Adler produced.

Deborah Kerr Dons Shorts As 'Eternity' Glamor Girl

After more than six years of appearing in the top feminine roles of some of Hollywood's outstanding productions, lovely Deborah Kerr finally considers herself a star. And it took her role in one of Hollywood's biggest pictures of the year, Columbia's magnificent picturization of the James Jones best-selling novel, "From Here to Eternity," now at the ..... Theatre, to turn the trick. Of course, Deborah got star billing in previous productions, but the richness and breadth of her acting in "From Here to Eternity," in which she plays a woman who desperately hungers for true love, is what she believes indelibly stamps her a star. Burt Lancaster, Montgomery Clift, Frank Sinatra and Donna Reed are also starred in "From Here to Eternity."

"It's a complete change of pace for me," says Deborah. "My hair had to be bleached to a topaz blonde and I worked with a voice specialist to lose my British accent for the role of the American girl. And there are several scenes in the picture where I wear shorts and a bathing suit. Quite different, indeed, from those 'Duchess' roles I've been accustomed to playing. It's a real glamor girl assignment. It's very exciting."

To Hollywood, Deborah Kerr is known as "The Lady with a Spark," for she is both a lady—and combustible! She first attracted Hollywood's attention with a delighful portrayal as Robert Donat's wife in "Vacation from Marriage." She co-starred with such distinguished names as Clark Gable, Walter Pidgeon and Spencer Tracy, in her first consecutive trio of American films. She continued to work opposite such top names as Stewart Granger, Robert Taylor, James Mason and Cary Grant—all in the short space of time since her 1947 Hollywood debut in "The Hucksters." Her films in recent years include "King Solomon's Mines," "Quo Vadis," "The Prisoner of Zenda," "Julius Caesar," "Young Bess" and, of course, "From Here to Eternity."

Fred Zinnemann directed and Buddy Adler produced the film.

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'Eternity' Is a Screen Masterpiece!

Mat 1-G; Still No. 272
IMPASSIONED ROMANCE is shared by Burt Lancaster, Deborah Kerr in Columbia's "From Here to Eternity," which also stars Montgomery Clift, Frank Sinatra and Donna Reed at the ..... Theatre.

(*Review*)

Seldom, if ever, has there been brought to the screen a motion picture of such brutal forcefulness, powerful drama, flaring passion and flaming excitement as in Columbia Pictures' "From Here to Eternity," which opened yesterday at the ..... Theatre. A screen masterpiece based upon James Jones' literary sensation, "From Here to Eternity" stars Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed.

Jones' powerful and savage prize-winning novel, brought to the screen via Daniel Taradash's magnificent screen play and Fred Zinneman's whiplash direction under the production aegis of Buddy Adler, "From Here to Eternity" is magnificently created out of the elements of life itself: courage, brutality, love.

Set in the Pearl Harbor of 1941, in the months prior to and culminating with the sneak attack, "From Here to Eternity" is a compelling study of both the professional soldier — America's 30-year man—and of overwhelming romance. In fact, two romances and two professional soldiers strangely joined in friendship and conflict.

First of the soldiers is Robert E. Lee Prewitt, a bugler who once played "Taps" at Arlington Cemetery, who transfers into an infantry outfit in Schofield Barracks, Honolulu, run by First Sergeant Milton Warden. Professional soldiers both, the two find much to like and respect in each other but they cannot continue as friends when the company commander forces the sergeant to give Prewitt, a brilliant boxer who once had blinded a GI in a sparring match, The Treatment, making his life miserable as possible, for his refusal to join the company boxing team. Likable Pvt. Angelo Maggio remains the brooding, sensitive Prewitt's only friend.

It is Maggio who introduces Prewitt to Lorene, a young lady who helps Prewitt stand up against the mounting intensity and crudeness of The Treatment, and who shelters him when, in a bloody knife battle, he kills a stockade sergeant responsible for the death of Maggio. Against this impassioned story of a soldier and his girl is told, in "From Here to Eternity," the equally bitter and moving romance which couples Warden and Karen Holmes, wife of the brutal company commander. First an accidental and unthinking affair, they gradually move to the point of real romance, with talk of divorce and marriage.

The attack on Pearl Harbor brings both affairs to an end. Warden resumes his rightful role as a leader of men, directing them with authority and skill. The fugitive Prewitt, professional soldier, attempts to rejoin his outfit and Warden, and is killed.

Perfect casting marks "From Here to Eternity." Lancaster is superb in his dramatic role, making Sergeant Warden a vivid, well-rounded representation of the pre-war professional soldier, a man at home in any situation, bound by the rules but capable of breaking them. Clift is equally fine as the brooding, proud young bugler who is perfectly willing to fight — but not for the sake of fighting. Deborah Kerr abandons her hitherto regal and proper characterizations to appear as the lush, sweater-clad and unhappy Army wife whose chance amour with her husband's first sergeant turns into something unexpected but understandable. Donna Reed, too, breaks with her motion picture past to play the somewhat tarnished Lorene whose plans for the future had no room for romance with a soldier. Frank Sinatra is equally fine in a straight dramatic role as the likable Pvt. Maggio, a little guy with a heart.

"From Here to Eternity" is a truly magnificent picture. Don't miss it!

"From Here to Eternity" Mat 2-J; Still No. Art 11
ELEMENTAL EMOTIONS are bared in Columbia's filmization of the James Jones best-seller, "From Here to Eternity," starring Burt Lancaster and Deborah Kerr at the ..... Theatre. Also starred in the film masterpiece are Montgomery Clift, Frank Sinatra and Donna Reed.

"From Here to Eternity" Mat 2-G; Still No. 180
BRAWLING THEIR WAY TO SCREEN GREATNESS in Columbia Pictures' "From Here to Eternity," based on the novel and now at the ..... Theatre, are Burt Lancaster, center, and Frank Sinatra, right, who star with Montgomery Clift, Deborah Kerr and Donna Reed. Ernest Borgnine is the knife-holder, above.

Sinatra Sought and Won Off-Beat 'Eternity' Role

The story of how Frank Sinatra, that extraordinary crooner known to millions as the Voice, snagged one of the outstanding dramatic roles of the year in Columbia Pictures' all-star version of the best-selling novel, "From Here to Eternity," now at the ..... Theatre, makes one of the most exciting sagas to come out of Hollywood in years. Burt Lancaster, Montgomery Clift, Deborah Kerr and Donna Reed are also starred in "From Here to Eternity."

It's a well-known Hollywood truism that any actor worth his salt is constantly on the lookout for his dream role, a part that he feels would fit him like a glove. Ever since Frank Sinatra first read James Jones' powerful novel, "From Here to Eternity," he dreamed of playing the part of peppery Private Maggio, the likable little soldier who made people want to cry when they laughed at him.

"When it was announced Columbia had purchased the movie rights, I immediately contacted the studio," says Sinatra. "I spoke with producer Buddy Adler, the casting department, as many executives as I could badger and, in fact, any one else who would listen to me. Of course, I realized that production was a long way off and that a script was just being written, but I wanted to get in first licks. I didn't even send my agent in to pitch for me.

"I followed the news releases religiously. First, Montgomery Clift was signed and then Fred Zinnemann, the director. Then Burt Lancaster and Deborah Kerr and Donna Reed. I kept hounding the studio constantly. I wanted that part real bad. But I was getting nowhere. Finally, I gave up and flew to Nairobi, Africa, to be with my wife who was on film location, and it was there I received a cable to report to Columbia for a screen test. I was scared to death. When the test was over I flew right back to Africa. Months went by and I didn't hear a word about the test. I knew other actors were also being considered. At last, in London, word came that the part was mine. You can imagine how I felt. The role which I had dreamed of playing for two years was mine at last."

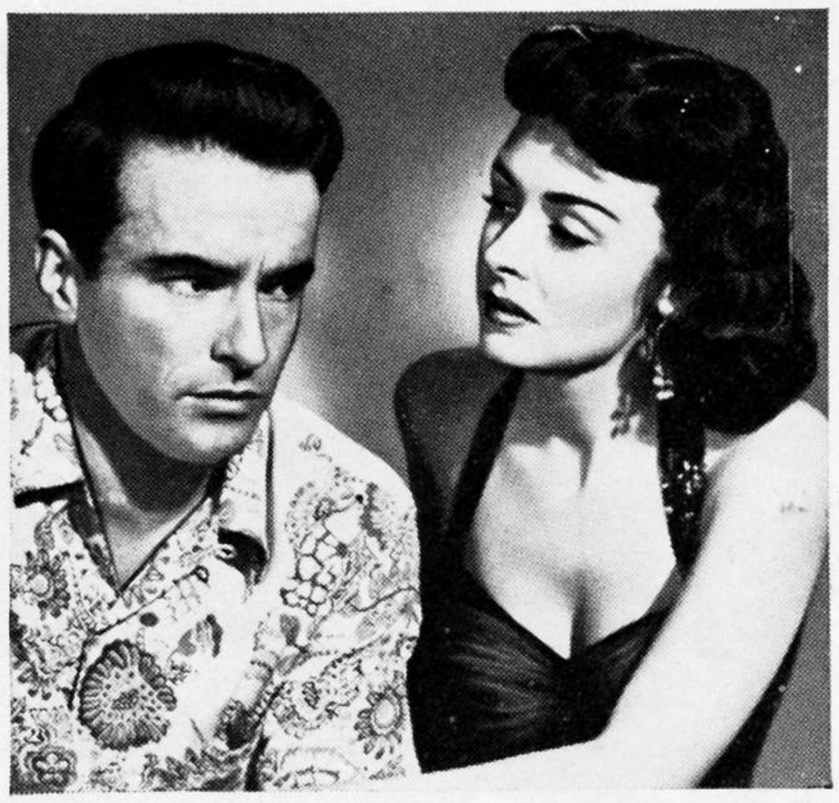
Donna Reed, in 'Eternity,' Is Nice to All the Boys

Unlike those prophets who are without honor in their own country, movie star Donna Reed is held in high regard by Columbia Pictures, her home studio. Miss Reed was given the nod by Columbia executives for the most coveted feminine role in many years, that of Lorene, the girl who is nice to all the boys, in Columbia's "From Here to Eternity," exciting filmization of James Jones' powerful best-selling novel now showing at the ..... Theatre. The new film's all-star cast includes, besides Miss Reed, Burt Lancaster, Montgomery Clift, Deborah Kerr, and Frank Sinatra.

Nothing was further from Donna's thoughts when she left the small Iowa home town of Denison than becoming a movie star. When she reached high school, she was elected Campus Queen and she got her first taste of the theatre by starring in the school presentation of "The Night of January 16." When, a year later, she left Denison and went to live with an aunt in Los Angeles, she trained for a business career in that city's municipal college and also appeared in two school plays, "The Intruder" and "The Happy Journey." At this point her penchant for being elected Campus Queen was duplicated at the college. Within 24 hours, she received offers for screen tests from three different studios.

Being of a practical turn of mind, Miss Reed turned them all down because she had not yet received her business school diploma as a qualified stenographer. Immediately after being graduated, however, she made a test with Van Heflin, himself newly arrived from the Broadway stage. Both were signed to contracts. Two days later she was assigned to her first picture.

Daniel Taradash's screen play was directed by Fred Zinnemann for producer Buddy Adler.



"From Here to Eternity" Mat 2-D; Still No. 22
OUT OF THE IMPASSIONED PAGES of James Jones' daring best-seller, "From Here to Eternity," is depicted the romance between Montgomery Clift and Donna Reed at the ..... Theatre. The new Columbia film also stars Burt Lancaster, Deborah Kerr and Frank Sinatra.

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'From Here to Eternity' Filmed in Hawaii Locales

Far more difficult than re-creating the dead past for movie audiences is the problem that Hollywood faces when it attempts to resurrect on the screen an era or period which has been personally experienced by many of the potential viewers of the film in question. In reviving the distant past on the screen, only the rare expert will be able to detect the occasional discrepancy that may crop up. But woe betide the hapless producer who allows an incorrect prop to creep into a picture placed in a period familiar to millions.

In bringing to the screen the exciting picturization of James Jones' "From Here to Eeternity," now at the ..... Theatre with an all-star cast including Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed, Columbia Pictures had to keep a keen eye cocked for the many millions of people who lived through the period immediately preceding the attack on Pearl Harbor by the Japanese.

Since the period of the story involves the transitional Army uniform and weapons between World Wars I and II, wardrobe and props had to be strictly authentic. Old-style Army clothing for 400 men such as canvas leggings, campaign hats, blue two-piece fatigues with pullover top and out-of-date cap, and flat steel helmets had to be obtained, packed and shipped to Hawaii, where the picture was filmed. Also, 400 1903 Springfield rifles, 20 Thompson sub-machine guns, 20 BAR's, 15 .45 pistols and approximately 55,000 rounds of ammunition were shipped.

All exteriors of "From Here to Eternity" were photographed at the identical locale of the novel, with approximately three weeks of shooting at Schofield Barracks, the Royal Hawaiian Hotel, Waikiki Beach, Honolulu Valley and Beach, Diamond Head, and in the streets of Honolulu and on the Waialae Golf Course.

The historic strafing of Schofield Barracks by Japanese "Zeroes" while making their bombing runs on Navy ships, was filmed at the locale of the disaster. A group of planes of 199th Squadron, Hawaii Air National Guard, bearing the familiar red insignia of the Japanese fighters, participated in the simulated attack in the mock battle scenes featuring Lancaster, and 800 men of the Hawaii Infantry Training Center.

800 in 'Eternity'

Eight hundred soldiers from Schofield Barracks, Oahu, were cast in Columbia Pictures' screen version of James Jones' best-selling novel, "From Here to Eternity," which stars Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed at the ..... Theatre. For this story of pre-Pearl Harbor regular Army men garrisoned at Schofield, the soldiers were outfitted with campaign hats, canvas leggings and 1903 Springfield rifles, the equipment used then.

Electronics Amateur

Although Burt Lancaster, starred with Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed in Columbia Pictures' magnificent picturization of James Jones' powerful best-seller, "From Here to Eternity," at the ..... Theatre, disclaims any great knowledge of electronics, he is a practical man when it comes to putting the science to work. Lancaster, an avid collector of classical records, recently set up his own high fidelity audio system at home.

Keeps Mouth Shut

The script of Columbia Pictures' "From Here to Eternity," exciting new film based on James Jones' best-selling novel now at the ..... Theatre with Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed starred, called for a scene where all the G.I.'s ad lib a song entitled "The Re-enlistment Blues." The only soldier who does not join in the singing is Maggio — played by crooner Frank Sinatra!

Casting Realism

During the shooting of Columbia Pictures' "From Here to Eternity," stirring screen re-creation of James Jones' powerful best-seller now starring Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed at the ..... Theatre, the daily studio call sheet listed the cast and crew for a 9:00 a.m. call. The last two entries were: "Propman with machine gun. First Aid man." Nothing like realism in movies!

"From Here to Eternity" Mat 2-C; Still No. 282

THE IMPASSIONED LOVE AFFAIR between Burt Lancaster and Deborah Kerr, in Columbia Pictures' "From Here to Eternity," alternates between kisses and quarrels, as the scene above testifies. The film at the ..... Theatre also stars Montgomery Clift, Frank Sinatra and Donna Reed.

"From Here to Eternity" Mat 2-B; Still No. 109

"FROM HERE TO ETERNITY," filmed chiefly in Hawaiian locales, stars Burt Lancaster and Donna Reed, above, Montgomery Clift, Frank Sinatra and Donna Reed. The Columbia picture, now at the ..... Theatre, is based on the daring best-seller by James Jones.

Stars of 'Eternity' In Daily Inspection

To establish a "mood" for the cast of Columbia Pictures' "From Here to Eternity," at the ..... Theatre, director Fred Zinnemann and technical adviser Army Warrant Officer William Mullen held inspection each morning on the set. Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed are starred in "From Here to Eternity."

A stickler for authenticity, W/O Mullen lined up his movie G.I.'s at attention and gave them the once-over. With approximately two dozen actors portraying soldiers in the movie version of James Jones' powerful story of regular Army men stationed in pre-Pearl Harbor Honolulu, Mullen's line-up was the first order of business each day so he could be sure that his "infantry company" was the smartest looking group of G.I.'s ever to appear before a Hollywood camera.

'Eternity' Author Had Clift in Mind

It isn't very often that the author of a best-selling novel doubles as casting director on the movie version of his book, but when James Jones met Montgomery Clift shortly after "From Here to Eternity" was published, the novelist sent the actor an autographed copy with this inscription: "To the Prewitt of this story."

Whether it be type casting or coincidence, it is significant that the first star Columbia Pictures announced for "From Here to Eternity" at the ..... Theatre, was Montgomery Clift for the role of the G. I., Prewitt. Besides Clift, Burt Lancaster, Deborah Kerr, Donna Reed and Frank Sinatra are also starred.

Travelled for Role

Probably the longest distance ever traveled by an actor for a screen test was traversed when Frank Sinatra flew to Hollywood from Africa to test for the offbeat role of Pvt. Maggio in Columbia Pictures' "From Here to Eternity," stirring picturization now at the .... Theatre of James Jones' powerful best-selling novel. Burt Lancaster, Montgomery Clift, Deborah Kerr and Donna Reed are also starred with Sinatra in "From Here to Eternity."

Volunteers Rush To Help Deborah

In the Army where nobody ever volunteers for anything, 120 G.I.'s offered their services, without orders, to keep a movie star warm.

It was during the Honolulu beach location shooting of Columbia Pictures' "From Here to Eternitty," now at the ..... Theatre. The soldiers, all stationed at Schofield Barracks and working in the film as part of the Department of the Army and Defense cooperation, were standing near the camera area watching Deborah Kerr go through her swimming scenes for an entire morning. When director Fred Zinemann finally called, "Print it," Deborah emerged from the surf.

"I'm chilly," said the lovely star. "Somebody please get me a blanket."

A mad scramble followed and an officer was heard to mumble something about the first time in his military career he had ever seen such volunteering.

In addition to Miss Kerr, Burt Lancaster, Montgomery Clift, Frank Sinatra and Donna Reed are starred in "From Here to Eternity," the stirring movie version of James Jones' best-selling novel. Daniel Taradash wrote the screen play.

Film Masterpiece, 'Eternity' Is Based On Daring Novel

Latest in the long procession of best-selling novels to reach the screen is James Jones' "From Here to Eternity," one of the most daring books of our time. The Columbia film stars Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed at the ..... Theatre.

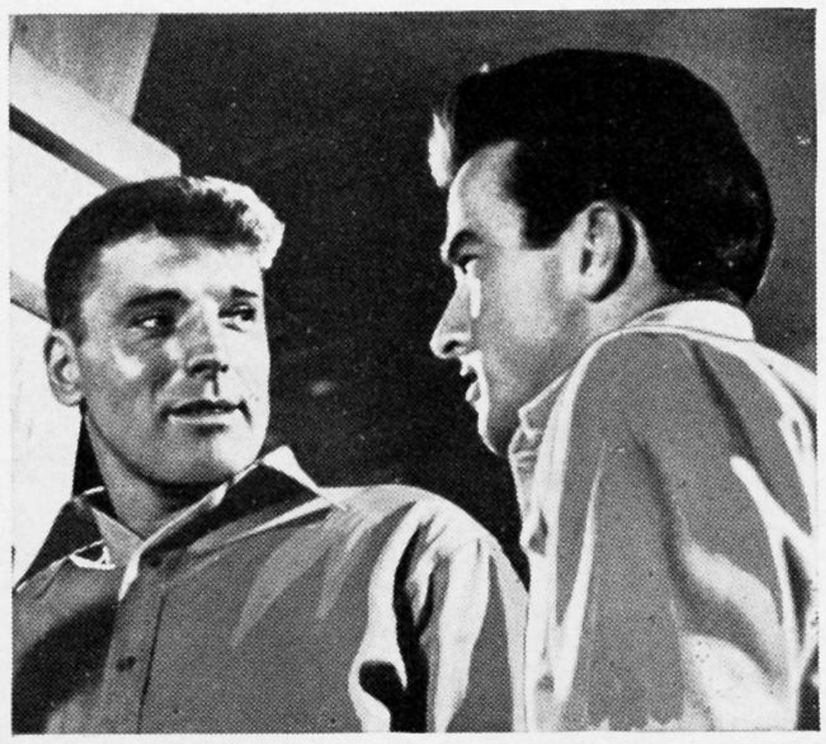
Jones' monumental, prize-winning book that was magnificently created out of the elements of life itself, was published by Charles Scribner's Sons and has, to date, sold more than 400,000 copies, 100,000 of which were distributed by the Book-of-the-Month Club. Two editions have so far been printed and a third, paperbound, has been put out by Signet Books.

Testifying to the wide-spread interest in the book was its publication in England, Denmark, Holland, France and Germany. It is planned also to publish "From Here to Eternity" in Italy, Japan, Norway, Spain and Sweden. The book received important literary recognition when it won the National Book Award Gold Medal for fiction.

In the film version, Lancaster plays Sergeant Warden, the professional soldier who turned down an officer's commission but couldn't ignore an officer's wife; Clift is seen as Prewitt, the bugler who wanted to fight for something worth while; Miss Kerr is seen as the sweater-clad Karen, the captain's wife who preferred a sergeant; Miss Reed is cast as Lorene, the girl who was nice to all the boys, and Sinatra as Maggio, the likable little private who made his friends want to cry while they laughed at him.

Clift's 3-M Part

Montgomery Clift refers to Columbia Pictures' "From Here to Eternity" as Hollywood's first 3-M picture. Clift plays a long-term Army man adept at boxing and bugling in the stirring screen version of James Jones' powerful novel which, besides Clift, also stars Burt Lancaster, Deborah Kerr, Frank Sinatra and Donna Reed at the ..... Theatre. Clift's technical advisers included Mushy Callahan who taught him boxing, Army Warrant Officer Bill Mullen who acquainted him with the peace-time Army routines, and Manny Klein who taught him to blow the bugle.



"From Here to Eternity" Mat 2-E; Still No. 171

FIVE MILLION READERS gasped at the conflicts and friendships in "From Here to Eternity," the best-seller now a Columbia picture at the ..... Theatre. Burt Lancaster and Montgomery Clift, above, share starring honors with Deborah Kerr, Frank Sinatra and Donna Reed.

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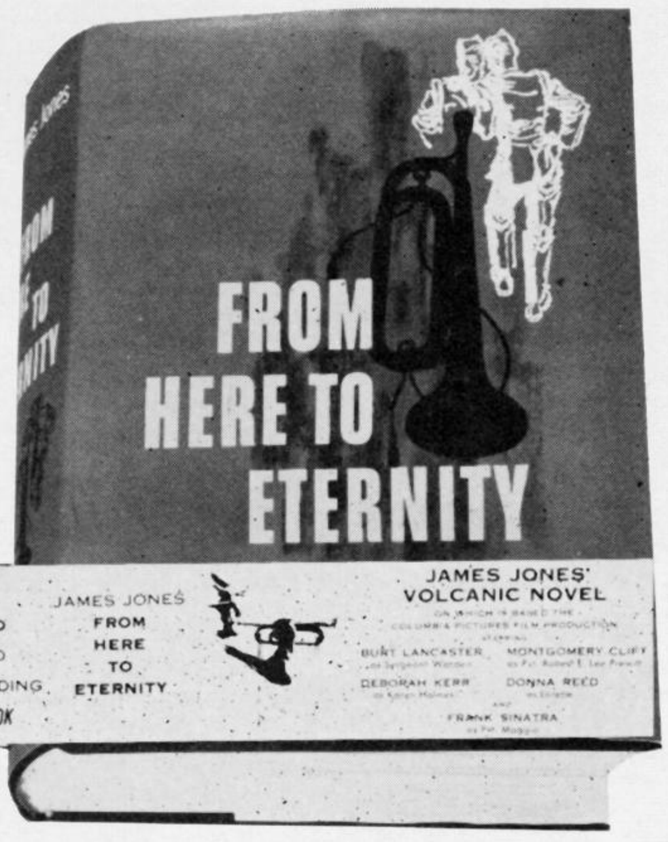

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→ **SCRIBNER's edition right, with special band wrapped around each copy currently in the stores. Note film plug!**

- **Scribner's and Signet Books, two of the biggest book publishers, are putting on all-out promotions for this epic picture of our times made from their best-seller, the boldest book of our times.**
- **"From Here to Eternity" rocked the country from top to bottom when it was published by Scribner's in 1951.**
- **The book topped the nation's best-seller lists for a year.**
- **The book won the 1952 National Book Award.**
- **The book has sold 400,000 copies, including Book-of-the-Month special distribution.**
- **The book has been translated in 10 languages on six continents.**
- **Signet Books has brought the book out in a mass circulation 75c edition backed by a campaign to make it reach every reader missed by the higher-priced Scribner's printing.**

'From Here to Eternity' Is Your Own Best-Seller!

BOOK BALLY: Dress up a stunning blonde and a brunette in "book covers" and send them walking about town. It's an ideal way to let people know not only that the famous book is a movie now, but also that there are girls in it. The book cover copy may start out with the line: "*See Me in 'From Here to Eternity,' etc.*" Make the sandwich signs out of cutouts of the book in the six-sheet.

BOOKMARKS: Bookmarks make a natural gimmick for citywide distribution; combining the sales punch of the book with that of the picture. Make them up by using one of the one-column ad mats with the line "*See the Movie! Read the Book!*" and your playdate. On the back print copy from cooperating library or book store. Use the bookmarks as package stuffers and for street distribution.

LOBBY HANGERS: Back up a blow-up of the book (Still No. Art 6) with blow-ups of the stars, and playdate, and hang them from marquee, from lobby ceiling, etc.

BOOKS INTO FILMS: Generate attention for your playdate via a 50-word letter writing contest based on the question: "*Why Do You Want to See Films Made From Famous Books Like 'From Here to Eternity?'*"

HANDOUT: An unusual handout can be prepared by surprinting, on the pages of the book itself, your picture, theatre and playdate information. Distribute surprinted pages to advance patrons, to critics and commentators, etc. Keep in mind the book's boldness; some pages may not fit your situation!

BOOK CRITICS: Ask your book critics and editors to make comparisons between the picture and the book, discuss the casting, handling, etc.

LIBRARIES: Every library—rental or public—has copies of the book. Give them a new shot of life with stills, ad art and other display material!

FREE BOOKS: Distribute copies of the book to movie critics and other newspaper personnel who might give you a plug—columnists, sports eds (boxing is a big part of the story), veterans' ed, etc. The 75c edition at wholesale prices should bring your cost down to giveaway rates, especially if the book stores join you in this project. Also, invite all these editors to see the movie as your guest.

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Frazier News Agency
438 Pattee St., Missoula

NEBRASKA

Boyle News Agency
106 N. 6th St., Beatrice

Fremont News
440 N. Main St., Fremont

Handler News Agency
Grand Island

Publishers News Co.
502 Grant St., York

Lincoln News Agency
1844 N. St., Lincoln

Stefan Co.
411 Norfolk Ave., Norfolk

Harris News Agency
Box 571, North Platte

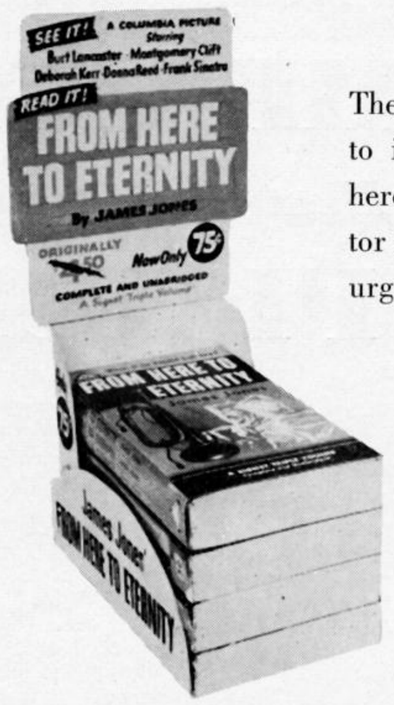
Eric Nelson News Co.
Omaha 2

Kent News Agency
Box 661, Scottsbluff

PUT THE SIGNET

SIGNET BOOK DISPLAYS

The publisher of Signet Books has prepared, and is making available to its dealers throughout the country, special display items (shown here). In addition, it has notified every wholesaler and every distributor about "From Here to Eternity"—the picture and the book!—and urges cooperation with local showmen.

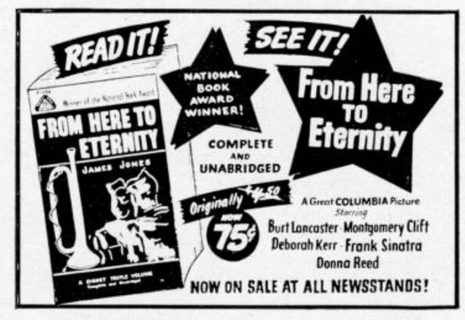


COUNTER RACK

This 9" x 13" counter rack is used wherever Signet Books are sold. Snipe your message!

BANNER →

This 28" x 40" truck banner in full color plugs both picture and book. See to it that local distributor uses it . . . and snipe your own message on it!



STORE DISPLAY CARD

An 11" x 14" full-color window card, suitable for newsstand tacking as well, has been prepared, using the elements shown on the truck banner, above. Put it to work for you!

For Information Concerning Wholes
United States, Write to: Mr. Jacl
American Library, 501 Madison Ave.,

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BOOK TO WORK!

BOOK STILLS

Stills showing the stars of "From Here to Eternity" reading the Signet book are available for displays and publicity planting:

Spec. 4 (*Lancaster*); P-297 (*Clift*); Spec. 3 (*Deborah Kerr*); P-260 (*Donna Reed*); Spec. 1 (*Sinatra*); Spec. 6 (*Lancaster and Kerr*); Spec. 7 (*producer Buddy Adler and Kerr*); P-36 (*Sinatra, Clift, Buddy Adler and author James Jones*).

BOOK STORE AD

Offer book stores the ½-column mats of the stars (page 10) or the 1-column mats (page 3) for use in ads, a circular to place in outgoing books or a window sticker. Ads might run separately, using one star daily and copy from the regular ads (inserted section).

FREE BOOKS IN LOBBY

Lure the book lovers with an offer of a free copy of the book to the first 25 patrons purchasing tickets to see "From Here to Eternity." Post announcement similar to the accompanying illustration in your lobby. Publicize offer in ads and publicity.

Signet Distributors

Warren News Agency
Warren

Washington News Co.
14 N. Main St., Wash.

Wilkes-Barre News
Wilkes Barre

MidPenn Mag. Agency
Williamsport

Penna. Periodical
Williamsport

York News Co.
York

RHODE ISLAND

H. B. Seattle
44 Pelham St., Newport

Morris Espo & Co.
38 Church St., Pawtucket

Silverstein & Son
Providence 3

Westerly News Co.
145 Canal St., Westerly

Woonsocket News Co.
60 Allen St., Woonsocket

SOUTH CAROLINA

E. A. Prince & Son
P.O. Box 436, Anderson

Charleston News Co.
Box 690, Charleston 39

Central News Co.
Box 1031, Columbia

Florence News Co.
Florence

Palmetto News Co.
307 Fall St., Greenville

City News Agency
Spartansburg

Kerbulas News
P.O. Box 364, Union

SOUTH DAKOTA

Hyde News Agency
Aberdeen

Huron News Agency
Box 1373, Huron

Black Hills News
51 Third St., Lead

F. N. News Inc.
Box 909, Rapid City

Kakota News Agency
Sioux Falls

TENNESSEE

Bristol News Agency
1134 5th St., Bristol

Chattanooga Mag. Co.
Chattanooga 4

Southland News Company
Chattanooga

Rudolph News Agency
Box 271, Clarksville

Tennessee News Co.
Jackson

Zimmerman & Torbett
Johnson City

Blackburn News Agency
Kingsport

Werner News Agency
Knoxville 16

Bluff City News Co.
Box 300, Memphis

Capitol News Co.
Nashville

Independent News
Shelbyville

TEXAS

Cogdell News Co.
P.O. Box 809, Abilene

Alice News Co.
1130 E. Main, Alice

West Texas News
P.O. Box 1578, Amarillo

Austin News Agency
Austin 1

Edwards News Co.
Beaumont

Briscoe News Agency
Beeville

Crawford News Agency
1815 First, Brownwood

Brazos News Agency
P.O. Box 1167, Bryan

Schuplkill News
106 Logan St., Pottsville

W. G. Merget News
513 E. Elm St., Reading

Ridgeway News Co.
241 Main St., Ridgeway

Anthracite News Co.
219 Spruce St., Scranton

Sharon News Agency
1 Silver St., Sharon

F. C. Ochsenfield
Shenandoah

Progressive News
State College

Mr. Joseph Mentz
Sunbury

Titusville News Co.
Titusville

Uniontown News Co.
Uniontown

Northwest Mag. Co.
703 Sixth Ave., Seattle 9

Keenan News Agency
1244 N. Atlantic, Spokane

Schneebeck News Agency
1020 S. 17th St., Tacoma

Powers News Agency
Box 296, Walla Walla

Wenatchee News
Wenatchee

Yakima News Agency
1014 Moxee, Yakima

WEST VIRGINIA

Sledge News
P.O. Box 952, Welch

Phillips News Co.
205-15th St., Wheeling

Beckley News Co.
Beckley

Bluefield News
Bluefield

A. W. Smith News
Charleston 1

Rex Heck News Co.
Box 1048, Clarksburg

Tyygart Valley News
311 Henry Ave., Elkins

Bobet News Co.
408 Adams St., Fairmont

Huntington News
Huntington

Weaver News Agency
P.O. Box 1326, Logan

Semler News Agency
Box 526, Morgantown

Valley News Service
Parkersburg

City News Agency Inc.
207 George, St. Mary's

WISCONSIN

Arrowhead News
North Elm St., Antigo

Publishers News Co.
North Elm St., Antigo

Appleton News Agency
400 N. Clark St., Appleton

Mrs. Bertram Anderson
314 W. 2nd St., Ashland

Baraboo News Agency
423 Oak St., Baraboo

Beaver News Agency
Beaver Dam

Beloit News Agency
132 State St., Beloit

Bob's News Agency
1414 Main St., Bloomer

Eau Claire News Co.
Eau Claire

S. Wisconsin News Co.
Edgerton

Fond Du Lac News Co.
Fond Du Lac

The City News Depot
1262 E. Mason, Green Bay

Bower City News
16 Pleasant St., Janesville

Henoch News Agency
1325 - 56th St., Kenosha

LaCrosse Agency
129 Vine St., LaCrosse

Madison News Agency
Madison 3

Manitowoc Circulators
208 N. 8th St., Manitowoc

Arthur L. Allard
804 Pierce, Marinette

Milwaukee News Co.
Milwaukee 8

Hub News Agency
Marshfield

Oshkosh News Co.
820 Oregon St., Oshkosh

Racine News Agency
507 Park Ave., Racine

Rhinelander News
Rhinelander

Sheboygan Circulators
Sheboygan

City News Service
457 Main St., Stevens Pt.

James H. Worley
Sturgeon Bay

Two Rivers News
Two Rivers

Waukesha News Co.
Waukesha

Wausau News Agency
601 3rd St., Wausau

West Bend Agency
Box 254, West Bend

Perry's
Wisconsin Rapids

WYOMING

Casper Mag. Agency
P.O. Box 679, Casper

Cheyenne News
Cheyenne

Wilson News Agency
270 N. 6th St., Laramie

Frontier News Agency
Box 995, Rock Springs

Sheridan News Agency
Sheridan

Wyoming News Co.
Box 528, Worland

NEVADA

Las Vegas News Agency
Las Vegas

Sierra News Co.
143 W. 3rd St., Reno

NORTH DAKOTA

Saks News Agency
112 2nd St., Bismarck

Devils Lake News
412-4th Ave., Devils Lake

Independent News
522 6th Ave., Fargo

Gaulke News Agency
Grand Forks

Jamestown News Agency
123½ 1st St., Jamestown

Minot Mag. Agency
213 5th Ave. N.E., Minot

NEW HAMPSHIRE

Sullivan News Agency
5 Depot St., Concord

Dover News Co.
50 3rd St., Dover

Indian Head News
Box 57, Keene

Verham News Corp.
81 Elm St., Lakeport

Hogg News Agency
23 Cedar St., Manchester

Mr. E. P. Trow
60 E. Pearl St., Nashua

Winebaum's Agency
Portsmouth

Verham News Co.
75 Main St., W. Lebanon

NEW JERSEY

Jersey Coast News Co.
Asbury Park

John A. Majane
Atlantic City

Union County Ndlrs.
56 Burnet St., Elizabeth 4

Freehold News Service
Freehold

Newark Nsdlrs. Co.
999 Broad St., Newark

New Brunswick Nsdl.s.
New Brunswick

Federal News Co.
Passaic

Passaic County News
64 Beech St., Paterson

Brauninger News Co.
Trenton 3

Hudson County News Co.
No. Bergen

NEW MEXICO

Beck News Agency
Box 1340, Alburquerque

News Supply Co.
Box 10, Carlsbad

Fox News
402 Main St., Clovis

Denton News Agency
Box 230, Gallup

Langford News Service
Hobbs

M. R. Seaman
Box 685, Las Vegas

Williams News Agency
Box 982, Roswell

Old Trail News Agency
Sante Fe

Johnny B. Murphy
Box 801, Silver City

Powell News Agency
Box 175, Tuoumcari

NEW YORK

Hamilton News Co.
Box 628, Albany

Montgomery County News
25 Grove St., Amsterdam

Schaeffer News
24 Maodaugall St., Auburn

A. B. Marshall
11 Jackson St., Batavia

Van Tine News
177 Main St., Beacon

A. M. Pierson
Binghamton 60

Empire State Corp.
77 E. Eagle St., Buffalo 3

Tri-County Agency
614 Leopard St., Dunkirk

Elmira News Co.
Box 627, Elmira

Seneca News Co.
81 N. St., Geneva

Burns News Agency
80-84 Glen St., Glens Falls

Fulmont News Co. Inc.
23 Forest St., Gloversville

A. M. Smith and Son
86 Erie Ave., Hornell

New York News Co.
135 Warren St., Hudson

Mayers News Agency
203 State St., Ithaca

Peck News Co.
Jamestown

Wm. O'Reilly, Inc.
611 Broadway, Kingston

Mountain News Co.
4 Oak St., Liberty

Mr. John D. Botti
44 James St., Middletown

Hudson Valley News
Newburgh

Lindsay News Co.
Niagara Falls

Mrs. Helen Lacomb
Ogdensburg

Cecchi News Service
609 S. Union St., Olean

Central Distrib. Co.
699 Central Ave., Peekskill

Plattsburgh News Inc.
144 Bridge St., Plattsburg

Progress News Co.
Poughkeepsie

Manson News Agency
240 St. Paul St., Rochester

Richmond County News
Stapleton, S. I.

Rockaway News Co.
Valley Stream

Bronx County News
450 E. 169th St., Bronx

Brooklyn News Co.
142-156 33rd St., Brooklyn

Buksin News Co.
625 Bergen St., Brooklyn

Manhattan News Inc.
627 W. 42nd St., N. Y.

Novick News Co., Inc.
133 Sutton St., B'klyn 22

NORTH CAROLINA

Alexander News Co.
P.O. Box 1465, Asheville

Dixie News Co.
Box 1317, Charlotte 1

North Carolina News
P.O. Box 1007, Durham

Elizabeth City News
Elizabeth City

Carolina News Co.
P. O. Drawer No. 72
Fayetteville

State News Agency
Greensboro

Zaytoun News Agency
145 Middle St., New Bern

Raleigh News Agency
Box 2865, Raleigh

Rocky Mount News
Box 8, Rocky Mount

Service News Co.
Wilmington

J. B. Armstrong News
Winston-Salem 7

OHIO

Central News Co.
45 N. Summit St., Akron

Alliance News Co.
Alliance

City News Agency
Canton

Louis Motz News
Cincinnati

George Klein News
Cleveland 51

Scott Krauss News
Columbus 15

Miami Valley News
Dayton 2

Defiance Wholesale News
516 1st St., Defiance

Findley News
Box A, Dillonvale

Findlay News Agency
Findlay

Western Ohio News
Findlay

Butler News Co.
238 Ludlow St., Hamilton

Wargo News Company
Hamilton

Hires News Agency
416 S. Elizabeth St., Lima

Welsh News Agency
Mansfield

Portsmouth News
Portsmouth

Eric News Co.
Sandusky

Freed News Co.
Springfield

La Belle News Agency
Steubenville

Tiffin News Agency
Tiffin

Buckeye News Co.
228 Fassett St., Toledo

Superior News
683 N. Lincoln St.
Wilmington

W & W News Agency
9 W. Second St., Xenia

Mahoning Valley Dist.
Youngstown 5

Kent News Co.
Zanesville

OKLAHOMA

Apex News Co.
321 E. 12th St., Ada

Lacik News Agency
Ardmore

Bartlesville News
Bartlesville

Weger News Agency
109 W. Main St., Durant

Grain Belt News
Box 469, Enid

Sooner News Agency
412 S. Simpson, Lawton

Phillips News Co.
108 A St. S.E., Miami

Mahoney News Agency
Box 660, Muskogee

Everest News Co.
Okahoma City

Oklahoma City News
Box 985, Oklahoma City

Pennington News
Box 1299, Pinca City

M. H. News Co.
30 E. Severn St., Shawnee

Oklahoma News Co.
1205 S. Denver, Tulsa 5

OREGON

Patten News Agency
693 Pleasant Ave., Astoria

Baker News Agency
2010 Resort St., Baker

Veteran News Service
P.O. Box 583, Bend

Coast Distributors
156 Curtis Ave., Coos Bay

Madden News Agency
P.O. Box 830, Corvallis

F. C. Himber & Son
Eugene

Perkins News Agency
Klamath Falls

LaGrande News Agency
Box 822, LaGrande

Van Dyke News Co.
Medford

Pendleton News Agency
Pendleton

Fred M. Bay News Co.
Portland 18

Jacklin News Agency
Roseburg

Salem News Agency
695 N. High, Salem

Olsen News Agency
405 W. 7th St., The Dalles

PENNSYLVANIA

Allentown News Agency
Allentown

Altoona News Agency
Altoona

Arnold News Co.
1813 5th Ave., Arnold

Bethlehem News
Bethlehem

Bradford News Co.
Bradford

Bernlohr & Doerr
221 Christie Ave., Butler

Might's Book Store
Charleroi

Delco Distributors
212-214 Dock St., Chester

Shamburg's News
12 Center St., Corry

Tri-County News Co.
Du Bois

Tri-State Ndlrs. Supply
E. Stroudsburg

Easton News Co.
47-49 S. 12th St., Easton

Ellwood City News Co.
Ellwood City

Stroul News Agency
1209 Peach St., Erie

L. E. Smith News
Gettysburg

Harrisburg News
Harrisburg

Hazelton News Agency
Hazelton

Johnstown News Co.
Johnstown

Kittanning News Co.
Kittanning

Kay News Agency
Lancaster

Sharpe News Agency
Lansford

Royer News Agency
Lewistown

Lebanon News Agency
33 N. 8th St., Lebanon

Landesman News Co.
McKeesport

Meadville News Co.
Meadville

W. A. Semler
Box 350, New Castle

Norristown News
857 Cherry St., Norristown

Oil City News
22 Spring St., Oil City

United News Co.
Philadelphia 3

Triangle News Company
Pittsburgh 13

Pittston News Agency
12 Market St., Pittston

Pottstown News
121 E 3rd St., Pottstown

UTAH

Ogden News Company
1087 12th St., Ogden

Newsstand Distrib.
430 25th St., Agden

R. C. Fletcher News
406 N. Fourth W, Provo

Bonneville News Co.
Salt Lake City

VERMONT

Rome News Co.
61 W. St., Barre, Vt.

85-91 Main St., Brattleboro
Baker's

Burlington News
59 Battery St., Burlington

Rut'and News Co.
207 N. Main St., Rutland

VIRGINIA

City News Store
Charlottesville

Covington News Agency
203 Locust St., Covington

Downs News Agency
Fredericksburg

Danville News Agency
Danville

Hill City News Agency
Lynchburg

Southland News
Lychburg

Peninsula News Co.
Newport News

Norfolk News Agency
Norfolk 10

Petersburg News Agency
Box 987, Petersburg

Capitol News Agency
5 W. Cary St., Richmond

Roanoke News Agency
Roanoke 17

Valley News Agency
P.O. Box 835, Staunton

Shenandoah News
Winchester

WASHINGTON

Grays Harbor Distrib.
Aberdeen

Merrill News Agency
518 Ohio St., Bellingham

Peninsula News
8 2nd St., Bremerton

C & C News Agency
1207 G. St., Centralia

Taylor News Agency
Ellensburg

Rainier News Agency
2301 Colby Ave., Everett

Cascade News Agency
Longview

Lesnick News Co.
506 Columbia, Olympia

Leavitt News Agency
1719 W. Shoshone, Pasco

Riches & Adams
712 Taylor Ave., Seattle 9

ng Wholesalers Outside of
: Mr. Jack Adams, New
dison Ave., New York N. Y.

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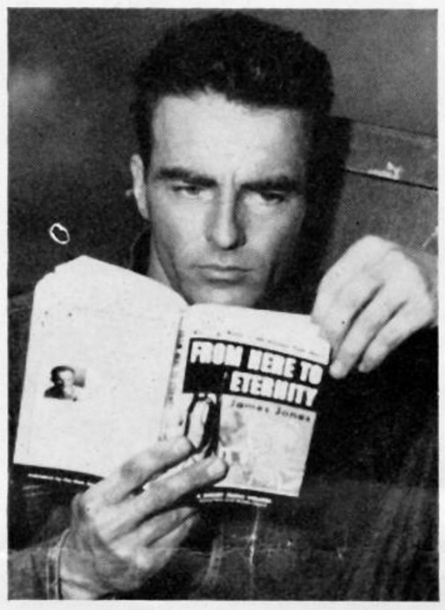
Burt LANCASTER! Montgomery CLIFT!

"Romance" (*Still No. c345c*)



Book Stores (*Still No. P-297*)

"Romance" (*Still No. 400*)

Men's Wear (*Still No. 213*)

There probably is not a woman in your audience who has not thrilled to one or another of the male stars of "From Here to Eternity." Let 'em know they can get both the rugged handsomeness of Burt Lancaster and the sensitive performance of Montgomery Clift in one big picture, with both stars in tailor-made roles!

1) Stage a write-in contest on "*The Man I Want From Here to Eternity,*" illustrating with star stills. Guest tickets go to the best 50-word letters. Work it on the air or with a newspaper.

2) Use Still No. 282, showing Miss Kerr slapping Lancaster (illustrated on page 6 of this pressbook) as the basis for a forum on "the battle of the sexes." Work it with letters to the editor, on radio or television.

3) Set up contests to name previous Clift and Lancaster films, and their roles in those films. Stunt might evolve about the spelling of the star's names, via letters from the film's titles. For example: "I *C*onfess," "The Big *L*ift," "A Place *i*n the Sun," "*F*rom Here to Eternity," "*T*he Heiress."

COLLECT THE FIVE STARS!

• A merchandising promotion that should interest your town's largest stores (or one such store, if desired) can be worked with the use of the five ½-column publicity mats shown at the right or the 1-column publicity mats on page 3 of this pressbook. This stunt simply requires the shopper to collect reproductions of the mats.

Burt Lancaster

• Cooperating stores give one card to a customer and those who collect the full set of five get guest tickets or promoted merchandise prizes. Print up large quantities of four of the five cards and a small number of the fifth on light cardboard stock.

Montgomery Clift

Deborah Kerr

Frank Sinatra

Donna Reed

• On the back of the cards print your credits, as well as the names and addresses of the cooperating stores. Thoroughly mix the cards and divide them among the stores. To insure greater store participation, suggest that the cards be distributed only from certain departments selected by each store. Thus, the stores are enabled to advertise and attract patrons to special sales and other promotions of their own.

• Stores should change their distribution points daily—and advertise the fact. Newspaper advertising, radio plugs and window displays should accompany store promotion of this stunt. An advance display in your theatre lobby as well as a special screen trailer might further publicize the details.

All five ½-column mats are available on one mat. Order Mat 2-A from National Screen Service. One-column sizes must be ordered individually.

SINATRA RECORDS!

Even though he does not sing in the film, Frank Sinatra's radio, record, screen and television popularity can help sell your picture! Sinatra has recorded a hit tune based on the film's title, "From Here to Eternity" for Capitol Records. Get in touch with local Capitol Records distributors and arrange the following:

1) Present "Eternity" record by Sinatra to local disc jockeys, and get them to play record and other Sinatra standards as often as possible, with picture plugs.

2) Make up window displays on Sinatra record and picture in all music stores. Feature special posters and stills from picture.

3) Ask record sales people to boost Sinatra and your showing of "From Here to Eternity" during their sales talks.

4) Display Sinatra record in your lobby surrounded with stills from the film and plant it in local juke boxes wherever possible.

5) Offer guest tickets to the person with the largest collection of Frank Sinatra recordings. Be sure to publicize the search extensively via newspapers, television and radio.

6) Make extensive use of the Frank Sinatra window card and streamer illustrated on page 13 of this pressbook.

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INTERVIEW DISCS!

Transcribed Radio Spots!

LANCASTER! CLIFT! KERR! SINATRA! REED! SELL FILM AND THEMSELVES!

• Available on three 16" transcriptions are six in-person interviews, open end for local playdate and theatre announcements, with special script for local commentator to read in "questioning" the star! A fourth 16" transcription contains a number of 15-, 30- and 60-second radio spot announcements.

• The four discs are described below:

No. 1: Interview with Burt Lancaster and Montgomery Clift. Reverse side: interview with Donna Reed.

No. 2: Interview with Deborah Kerr. Reverse side: interview with Frank Sinatra.

No. 3: THIS IS A SPECIAL! In-person interview with Frank Sinatra, using his recording of the song, "From Here to Eternity." THIS IS FOR DISC JOCKEY PLANTING! Reverse side: interview with Donna Reed.

No. 4: Regular radio spot announcements.

Order transcriptions you can use, by number, through your Columbia Exchange. Discs will be shipped to you from New York.

Deborah KERR!

Donna REED!

They're double-dynamite — topaz-blonde Deborah Kerr and glowingly brunette Donna Reed — in roles unlike any they have ever played before! The Misses Kerr and Reed give showmen a chance for all-out selling! Work the following, and anything else that fits your situation:

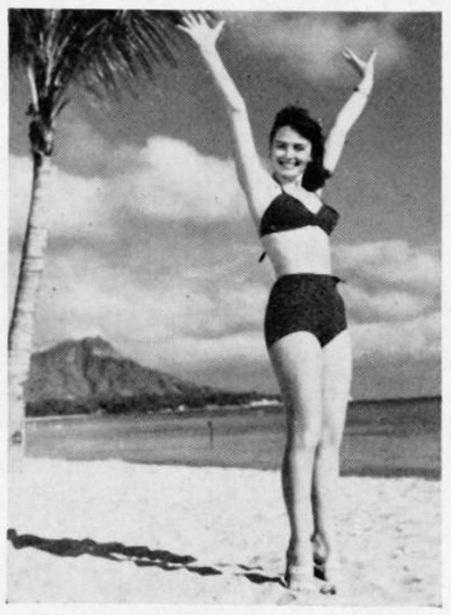
1) Set up "blonde and brunette" displays for keynoting windows and ad layouts in cooperating stores which group merchandise for blondes around stills of Miss Kerr and merchandise for brunettes around stills of Miss Reed. Ad lines might be along the angle: *"Fashions to Fit Blonde or Brunette . . . 'From Here to Eternity' . . ."*

2) Stage a contest for male patrons who write-in 50-word answers to the question: *"Whom Would You Rather Have From Here to Eternity—Blonde Deborah Kerr or Brunette Donna Reed?"* Work it on TV, radio or newspaper sponsorship or in your own theatre with guest tickets as prizes.

3) Send a play-suited blonde and brunette pair through the main business and shopping streets. Signs on their backs call attention to the film and your playdate.

FASHIONS (*Still No. P-12*)

PLAY SUITS (*Still No. P-39*)



BEACH WEAR (*Still No. P-285*)

SPORTS (*Still No. P-200*)

LOVE AT FIRST SIGHT

Donna Reed plays the type of girl with whom Montgomery Clift can—and does!—fall in love at first sight. Make this the basis for the following:

CONTEST: Offer guest tickets and promoted merchandise prizes for the best answers, in 50 words or less, to the question: *"Do You Believe in Love at First Sight?"*

DISPLAY: Make up a 40" x 60" display featuring stills of Miss Reed and the copy: *"Men! You'll Fall in Love at First Sight With Donna Reed in 'From Here to Eternity'!"*

REPORTER: Plant the question—with credits, of course!—*"Do You Believe in Love at First Sight?"* in inquiring reporter column or on a local radio or TV audience participation show. Go after men-women forums in addition to the shows above.

GO AFTER WIVES

Deborah Kerr appears in the film as an unhappy wife who finds romance with Burt Lancaster. Use this situation to go after the wives in your community:

LETTERS: Work with newspaper columnist, radio or TV program for write-in letters on the subject: *"Should a Wife Remain Faithful?"* Cite the film situation in asking for 50-word letters, with guest tickets for opening day and promoted merchandise going to the best answers.

PEEP BOX: Set up a lobby peep-box, using stills of Deborah Kerr and Burt Lancaster, and the line: *"Wives! Would You Do What Deborah Kerr Does in 'From Here to Eternity'?"*

BALLY: Send a "bride and groom" through main streets with the sign: *"It's Love 'From Here to Eternity'."* Add playdate information.

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USE TITLE

In Newspaper and TV

CONTESTS

And Local Dealer

TIE-UPS!

"From Here to Eternity" is a provocative title, and it can be put to work in contests and dealer promotions. The origin of the title, its meaning, and its value as an expression of superiority all should be stressed in showmanship. Work the following:

CONTESTS: "From Here to Eternity" conjures up endless meanings and feelings, making it a natural subject for contests around *"What Does 'From Here to Eternity' Mean to Me?"* and *"Where Does the Phrase Come From?"* TV and radio panel and quiz programs should go for these contests because of the widespread interest in the book. Answers to the first question should be submitted in 25- or 50-word letters to the cooperating newspaper, radio or TV station. Answers to *"Where Does the Phrase Come From?"* should be judged on the basis of accuracy. (*The title comes from the second line of Rudyard Kipling's Barrack Room Ballad, "Gentleman Rankers," which has also been put to music in Yale's "Whiffenpoof Song."*) Promoted merchandise gifts and guest tickets to your showing of "From Here to Eternity" might be awarded the authors of the best 25 letters on the first question and the first 25 correct ones on the second subject.

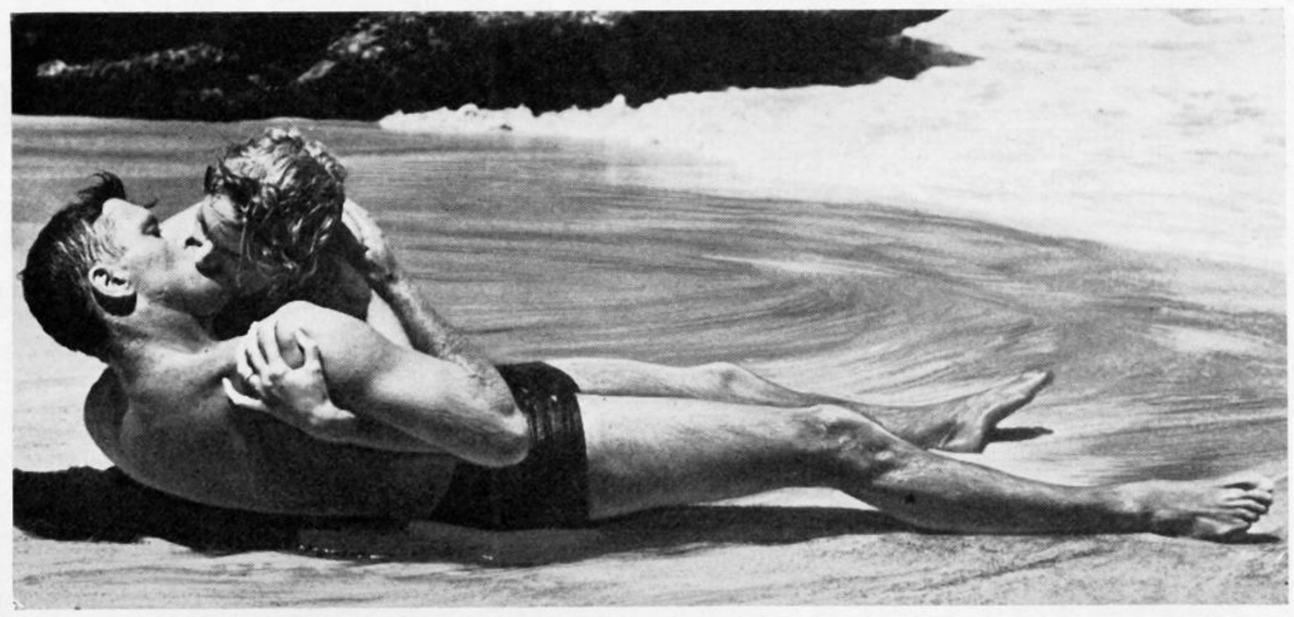
MERCHANDISING: Sell the title as a merchandising slogan for stores. It lends itself to the claim: *"No Greater Values From Here to Eternity!"* Vary this theme: *"No Finer Furs From Here to Eternity!,"* *"No Better Cuisine,"* *"No Lovelier Gowns,"* etc., always ending the dealer message with your own: *"No Greater Entertainment 'From Here to Eternity'!"*

Color-In Mat

Use this color-in mat in newspaper and herald contests, as package stuffers, in advance programs, theatre mailing pieces and imprint it on store's wrapping paper and bags.

Order Mat 3-A (6" x 6") from National Srreen Service exchanges.

Useful 'Romance' Stills



Valuable for theatre blow-ups and window displays of "romance" merchandise—perfumes, beauty aids, honeymoon and resort wear, etc.—are the following stills from the picture: Still Nos. 344, 345, 348, 393, 400, c341c, c345c and Art II (shown above). Remember, please, with these and other tie-up stills suggested in this pressbook, there can be no real or implied endorsements.

DAME BELTS

Inspired by the belts worn in the film by Deborah Kerr, the Dame Belt Co. has designed six "cincher" belts and is urging its dealers to join with showmen in local promotions. The company has prepared dealer displays and ad mats and is publicizing the tie-up via trade papers and TV. For details and dealers, write: Mr. David Mehler, Dame Belt Co., 225 W. 39 St., N. Y. 18, N. Y.

TIE-UP STILLS

There are tie-up stills for every window in town in this selection of Deborah Kerr and Donna Reed stills. No endorsements, please!

Fashion, Beauty Shops: 5, 396, P-1, P-12, P-15, P-267. *Playsuits*: P-13, P-39, P-277. *Beachwear*: 273, 276, P-206, P-243, P-282, P-284, P-285. *Sports*: P-154, P-197, P-228, P-281. *Pet Shops*: P-232. *Men's Wear*: 211, 212, 213 (Sinatra); 335, 337 (Lancaster); 392, 399 (Clift).

PICTURE STORY

A story in pictures (stills and captions) is available for newspapers. If your paper will cooperate, write: *Publicity Dept., Columbia Pictures Corp., 729 7 Ave., N.Y. 19.* The material will be mailed to the paper and your name will be mentioned.

PAN-AMERICAN

Pan-American World Airways, which flew most of the "From Here to Eternity" cast and crew to Hawaii where much of the film was shot, is backing the picture with travel folders, imprinted with picture credits and available to all theatres, and with special window displays and display boxes in Pan-American offices and windows. Still Nos. P-302, P-307 and P-309 (available at your nearest exchange of the National Screen Service) show stars of the film being greeted by lei-bearing Hawaiians, with Pan-American planes in the background; use these stills in local travel agency windows, in terminals, etc., for additional coverage. Supplement the Pan-American stills with beach and playsuit stills available on the picture. For complete information about the Pan-American tie-up, write direct to: Mr. Hal Laird, Pan-American World Airways, 28-19 Bridge Plaza North, Long Island City 1, N. Y.

SCHWINN BICYCLE

Deborah Kerr poses with the famous Schwinn bicycle in Still Nos.P-5 (right) and P-7. There's a window waiting for these stills at every Schwinn bicycle distributor in town. No endorsements, please! You can say Miss Kerr and her Schwinn bicycle were photographed on the set of "From Here to Eternity."

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

Radio Spots

15 SECONDS

Dramatic! Tension-filled! Intensely human! From the most daring book of our time! Columbia Pictures proudly presents "From Here to Eternity," ..... at the ..... Theatre! Starring Burt Lancaster! Montgomery Clift! Deborah Kerr! Frank Sinatra! Donna Reed! "From Here to Eternity," based on James Jones' outstanding best-seller, is the motion picture event of a lifetime! Don't miss it!

15 SECONDS

One of the most powerful novels ever written! One of the great motion pictures of our times! It's Columbia Pictures' "From Here to Eternity!" It stars Burt Lancaster! Montgomery Clift! Deborah Kerr! Frank Sinatra! Donna Reed! ..... at the ..... Theatre! See it now--remember it forever! "From Here to Eternity" is the motion picture event of a lifetime! See it at the ..... Theatre!

30 SECONDS

"From Here to Eternity!" The book you had to read! "From Here to Eternity!" The motion picture you have to see! Columbia Pictures proudly presents "From Here to Eternity!" Magnificently created out of the elements of life itself--courage! brutality! love! "From Here to Eternity" opens ..... at the ..... Theatre. The stars are Burt Lancaster! Montgomery Clift! Deborah Kerr! Frank Sinatra! Donna Reed! "From Here to Eternity" is one of the great motion pictures of our times! See it now--remember it forever! "From Here to Eternity" is the motion picture event of a lifetime! See it now at the State Theatre!

SINATRA SINGS

'From Here to Eternity'

ONE OF TUNES

Local Showmen Can Use in

SELLING FILM!

Two hit tunes—"From Here to Eternity" and "Re-Enlistment Blues"—can help put across your playdate! The former tune, with lyrics by Bob Wells and music by Fred Karger, is based on the picture's title and theme; the "blues" song, written by novelist James Jones, Robert Wells and Fred Karger, is actually heard in the picture. Both songs were published by Barton Music Company, 1619 Broadway, New York 19, N.Y. Both have been recorded by Ray Bloch and His Orchestra for Coral Records, which is putting them out on a single disc in a special envelope carrying your picture credits. Frank Sinatra (who does not sing in the film) has recorded "From Here to Eternity" for Capitol Records (No. 2560). Merle Travis, who sings it in the film, has recorded "Re-Enlistment Blues" (No. 2563) for the same company. As this pressbook is printed, other record companies plan to wax the tunes.

Make the Most of This Campaign:

- Plug the Sinatra recording of "From Here to Eternity" to the limit!
- Arrange window and counter displays in local music stores!
- Ask radio and TV station disc jockeys to play the records and plug the film!
- Get both songs featured on other music, radio and TV programs!
- Push them in the juke boxes with locally-printed stickers and display cards!
- Promote them with the bandleaders and entertainers in local night spots!
- Use the two recordings during show breaks; play them out front over your theatre's public address system, too!
- Give the Coral records in their illustrated envelope (shown above) away to critics, VIP's and use them as contest prizes!
- Go after cooperative newspaper advertisements with music stores!

Sinatra Record Displays!

Capitol Records, for whom Frank Sinatra has recorded "From Here to Eternity," the song based on the picture's title, has prepared and distributed two valuable promotion pieces—a window card and a streamer. Capitol Records' dealers throughout the country have 'em, and so have Capitol Records' distributors. See that they get used . . . along with your theatre and playdate credits and stills from the picture!

← **CARD**

Two colors, 11" x 17", with space for theatre imprint.

STREAMER →

Two colors, 8" x 17", for use in music store windows.

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

SOCK STANDEE

The five stars of "From Here to Eternity" are seen in this brilliantly colored standee. Order one or more for use inside the theatre, out front opening day and as window displays in stores that tie up with picture. Standee is $18 each, shipped express or collect. Send check or money order direct to: VITAPRINT CORP., 653 ELEVENTH AVE., N. Y. 19, N.Y. Allow two weeks for delivery.

TWO TRAILERS

Two trailers have been prepared to put your showing of "From Here to Eternity" over with a one-two punch. A regular trailer is available from your exchange of National Screen Service and a special teaser trailer can be ordered from your Columbia Pictures exchange. Use the teaser trailer well in advance of the regular trailer for cross plugging.

4 STILL SETS

The following still sets are available at National Screen Service: 1) set of 25 flat stills; 2) set of 25 uprights; 3) art set (stills of the key art from the ads and posters); 4) publicity-exploitation set (stills used for scene mats and in exploitation campaign).

Give Film All-Out Opening It Merits!

Go all-out in making your opening day as exciting and as memorable as the picture itself! Invest your playdate of "From Here to Eternity" with the local "name" values, with excitement and pagentry! Here's how:

1) Send out special invitations to the town's most newsworthy "names," as well as to the editors, radio and TV personalities and others who can keep the title prominent!

2) Cover your opening with a radio or TV broadcast, and see to it that newspaper photographers are also present and working! There should be plenty of police on hand to see to it that the people milling about your theatre, attracted by the going-on, are kept in order.

3) As soon as it gets dark, turn on the kleig lights to make it a "Hollywood opening" in a very real sense! Make effective use of the bugle ballyhoo described below!

4) Work with the downtown businessmen—especially the restaurants—in special campaigns. Point out that the more people attracted to your neighborhood by "From Here to Eternity," the greater the benefit to the merchants!

Let Bugles Tell 'Em All About It!

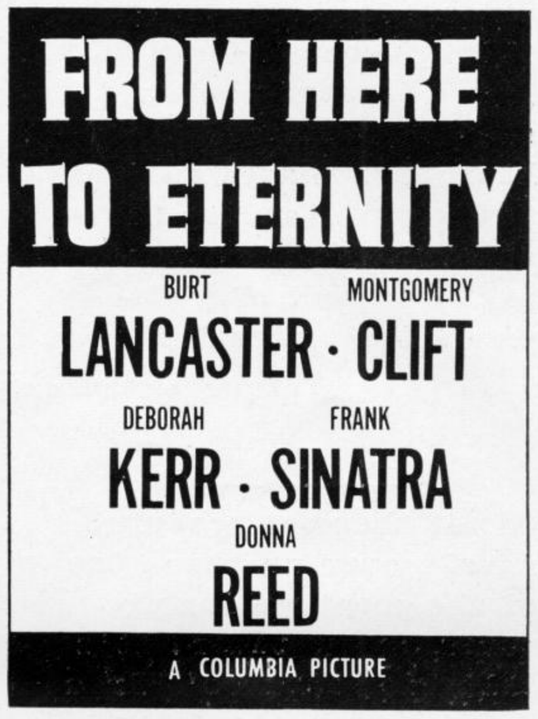
In "From Here to Eternity," a bugle figures importantly in the Montgomery Clift characterization. Use this angle to blow your own horn! Spot Still Nos. 90, 114 and 153 in all "bugle" showmanship.

1) Arrange with Boy Scouts or members of organized bands to blow assembly or similar bugle calls in key parts of the city, coincident with the start of each show at your theatre. Publicize the stunt through press and radio and announce it on a poster beside each bugler. Suggested copy: *"Calling All Moviegoers!—'From Here to Eternity'—State Theatre Now!"* Be sure to station a bugler out front. Between regular calls, he might play the two songs from the picture (see page 13).

2) Add a bugle contest to this ballyhoo. Have the general public blow a bugle in your lobby in a bugle competition judged every day by a different musical authority such as a music critic, a night-club band star or an official of the school music department. Hold finals on stage opening night. Get music store to sponsor contest, offer prizes. Approach radio-TV stations on possibilities of holding bugle contest, too.

3) Get bugle features on disc jockey programs. Suggest an all-bugle program made up of the town's best playing in appreciation of the tribute paid them by "From Here to Eternity."

COLORFUL *Out Front* THEATRE *And Street* DISPLAYS!



FLAG: This 9' x 12' flag and wall banner has fluorescent letters which smash your message across. Single-faced flags are priced at $37.50; double-faced flags at $65.

VALANCE: Glowing fluorescent satin sectional valance for lobby and marquee. 3 colors. Price: $1.50 per running foot, made up in any size to fit your space. Minimum order: 10 feet.

BUMPER STRIP: 6" x 40" fluorescent satin. Price: $1.00. Minimum order: 15.

BADGE: Dress up your theatre staff. Priced at 40c each.

Order Accessories From:

NATIONAL FLAG CO.
43 W. 21 ST., N.Y. 10

Telephone:
ORegon 5-5230

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

LOBBIES

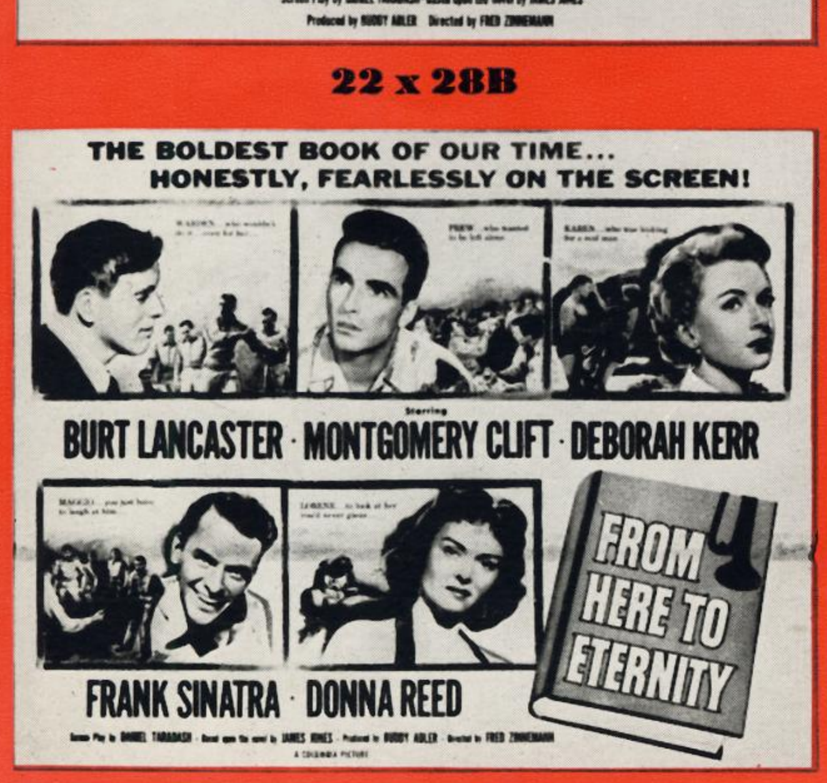
Order All Accessories, Special Standees, and 30x40, 40x60, 24x60 and 24x82 Displays From National Screen Service

DOOR PANELS *(20 x 60, full color, photo gelatin. Sold only in complete set of six.)*

9 x 12 FOUR-PAGE HERALD

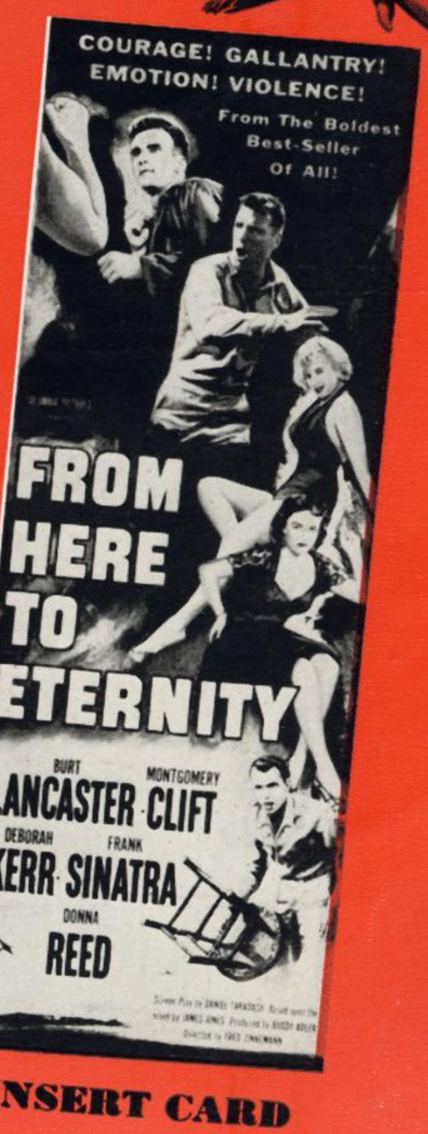
EIGHT 11 x 14's

22 x 28B



22 x 28A (SLIDE Same Design)

WINDOW CARD



INSERT CARD

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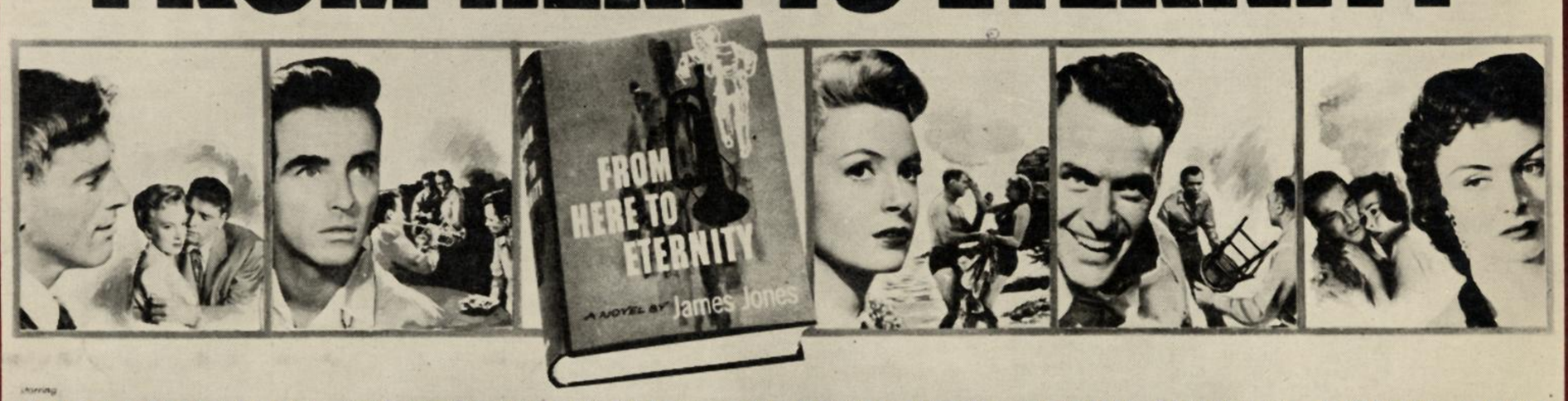
34p #24758

FROM THE PAGES OF THE BOLDEST BEST-SELLER OF ALL!

FROM HERE TO ETERNITY



starring

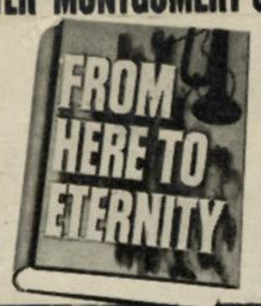
BURT LANCASTER · MONTGOMERY CLIFT · DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon the novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMANN · A COLUMBIA PICTURE

TWENTY-FOUR SHEET

THE BOLDEST BOOK OF OUR TIME...
HONESTLY, FEARLESSLY ON THE SCREEN!

BURT LANCASTER · MONTGOMERY CLIFT

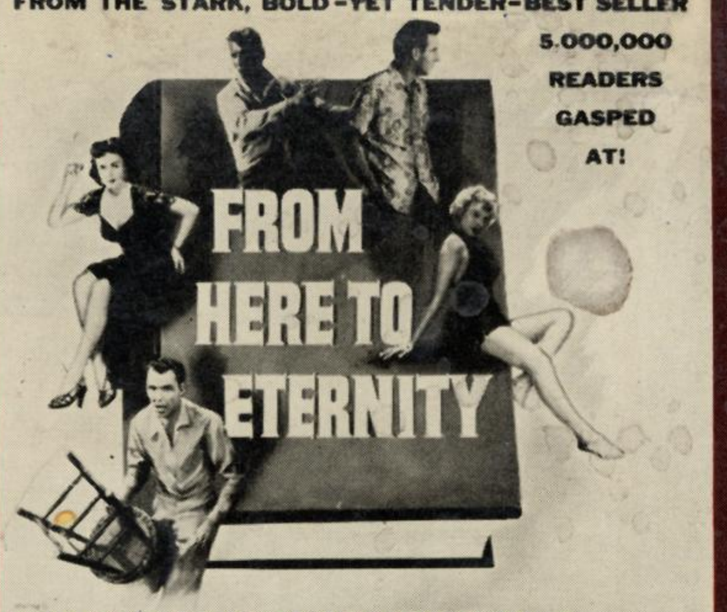


DEBORAH KERR

FRANK SINATRA · DONNA REED

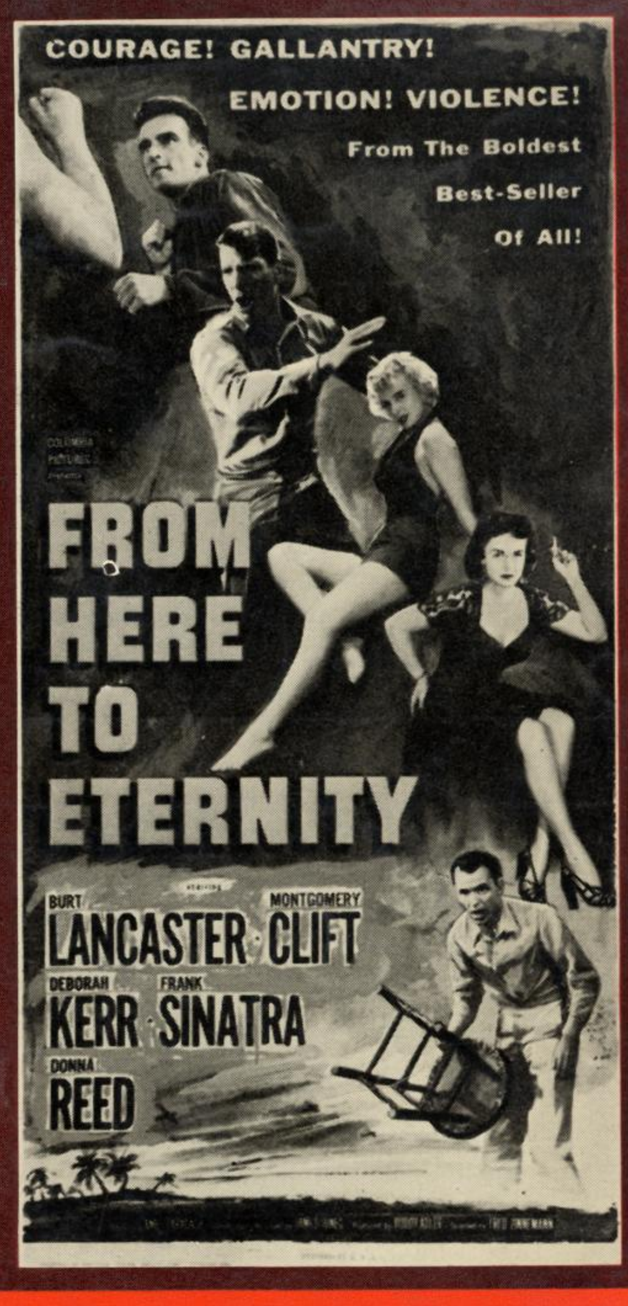
FROM THE STARK, BOLD-YET TENDER-BEST SELLER

5,000,000 READERS GASPED AT!



BURT LANCASTER · MONTGOMERY CLIFT
DEBORAH KERR · FRANK SINATRA · DONNA REED

COURAGE! GALLANTRY!
EMOTION! VIOLENCE!
From The Boldest Best-Seller Of All!



ONE SHEET

SIX SHEET

THREE SHEET

POSTERS

Printed in U. S. A.

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Ad Schedule

1030-Line Ad Mat No. 503—5 Cols. x 206 Lines. **Page 4a.**

995-Line Ad Mat No. 502—5 Cols. x 199 Lines. **Page 2a.**

776-Line Ad Mat No. 407—4 Cols. x 194 Lines. **Page 3a.**

700-Line Ad Mat No. 501—5 Cols. x 140 Lines. **Page 5a.**

678-Line Ad Mat No. 307—3 Cols. x 226 Lines. **Page 11a.**

660-Line Ad Mat No. 406—4 Cols. x 165 Lines. **Page 4a.**

640-Line Ad Mat No. 405—4 Cols. x 160 Lines. **Page 2a.**

616-Line Ad Mat No. 404—4 Cols. x 154 Lines. **Page 11a.**

608-Line Ad Mat No. 403—4 Cols. x 152 Lines. **Page 7a.**

496-Line Ad Mat No. 401—4 Cols. x 124 Lines. **Page 6a.**

492-Line Ad Mat No. 408—4 Cols. x 123 Lines. **Page 8a.**

448-Line Ad Mat No. 402—4 Cols. x 112 Lines. **Page 9a.**

420-Line Ad Mat No. 313—3 Cols. x 140 Lines. **Page 12a.**

399-Line Ad Mat No. 309—3 Cols. x 133 Lines. **Page 10a.**

375-Line Ad Mat No. 306—3 Cols. x 125 Lines. **Page 13a.**

357-Line Ad Mat No. 304—3 Cols. x 119 Lines. **Page 15a.**

345-Line Ad Mat No. 303—3 Cols. x 115 Lines. **Page 11a.**

303-Line Ad Mat No. 302—3 Cols. x 101 Lines. **Page 14a.**

300-Line Ad Mat No. 210—2 Cols. x 150 Lines. **Page 11a.**

284-Line Ad Mat No. 209—2 Cols. x 142 Lines. **Page 13a.**

276-Line Ad Mat No. 308—3 Cols. x 92 Lines. **Page 8a.**

222-Line Ad Mat No. 311—3 Cols. x 74 Lines. **Page 9a.**

206-Line Ad Mat No. 211—2 Cols. x 103 Lines. **Page 14a.**

200-Line Ad Mat No. 208—2 Cols. x 100 Lines. **Page 12a.**

183-Line Ad Mat No. 312—3 Cols. x 61 Lines. **Page 15a.**

180-Line Ad Mat No. 301—3 Cols. x 60 Lines. **Page 14a.**

168-Line Ad Mat No. 310—3 Cols. x 56 Lines. **Page 13a.**

134-Line Ad Mat No. 207—2 Cols. x 67 Lines. **Page 15a.**

130-Line Ad Mat No. 105 (1 Column). **Page 16a.**

108-Line Ad Mat No. 212—2 Cols. x 54 Lines. **Page 14a.**

106-Line Ad Mat No. 206—2 Cols. x 53 Lines. **Page 12a.**

100-Line Ad Mat No. 205—2 Cols. x 50 Lines. **Page 15a.**

92-Line Ad Mat No. 204—2 Cols. x 46 Lines. **Page 16a.**

70-Line Ad Mat No. 104 (1 Column). **Page 16a.**

62-Line Ad Mat No. 203—2 Cols. x 31 Lines. **Page 13a.**

61-Line Ad Mat No. 103 (1 Column). **Page 9a.**

38-Line Ad Mat No. 202—2 Cols. x 19 Lines. **Page 16a.**

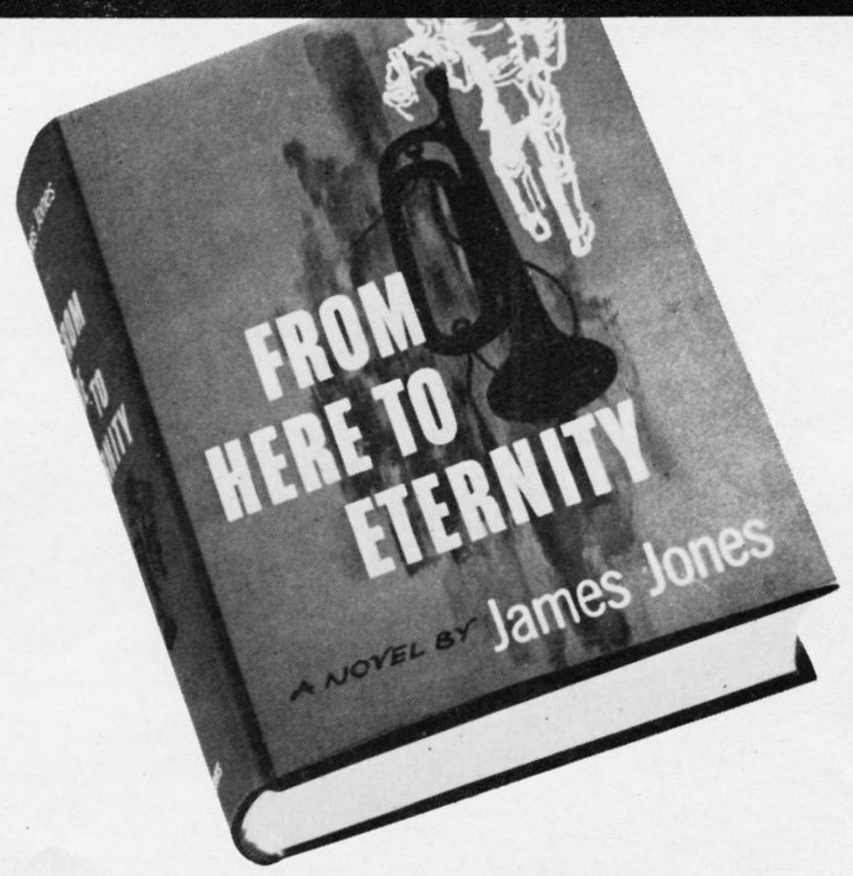
31-Line Ad Mat No. 102 (1 Column). **Page 16a.**

20-Line Ad Mat No. 201—2 Cols. x 10 Lines. **Page 16a.**

17-Line Ad Mat No. 101 (1 Column). **Page 16a.**

Copyright 1953 Columbia Pictures Corp.

ADVERTISING SECTION



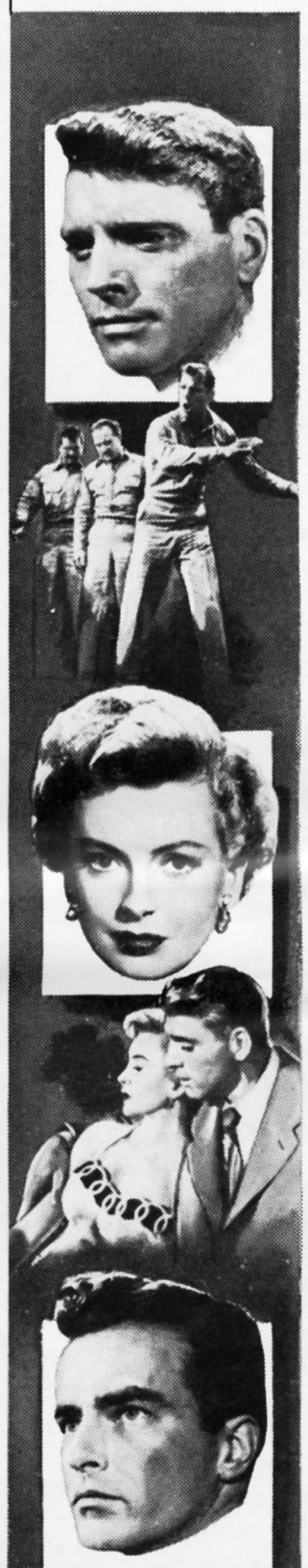
FROM HERE TO ETERNITY

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

THE

BOOK YOU HAD TO READ . . . NOW THE MOTION PICTURE YOU MUST SEE!

Set down in a torrent of conflicting emotions by a man who'd felt and lived them all...Superbly cast and brought to the screen with consummate daring by Columbia Pictures!



From Here To Eternity

starring

BURT LANCASTER · MONTGOMERY CLIFT

DEBORAH KERR · FRANK SINATRA

DONNA REED

Screen Play by
DANIEL TARADASH

Based upon the novel by
JAMES JONES

Produced by
BUDDY ADLER

Directed by
FRED ZINNEMANN

A COLUMBIA PICTURE

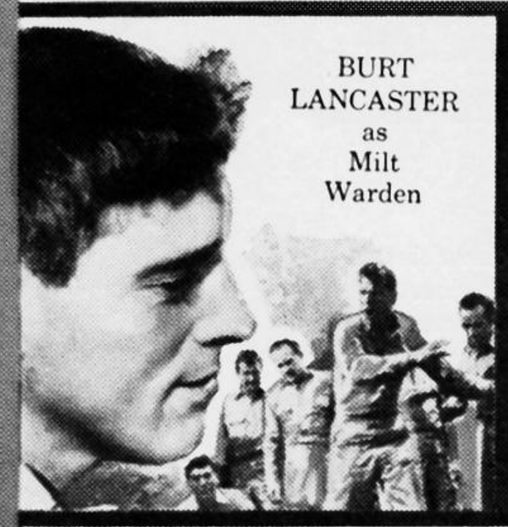
This ad also available in 3-column size (page 15a) and as 640-Line Ad Mat No. 405 (4 Cols. x 160 Lines).

995-Line Ad Mat No. 502—5 Cols. x 199 Lines

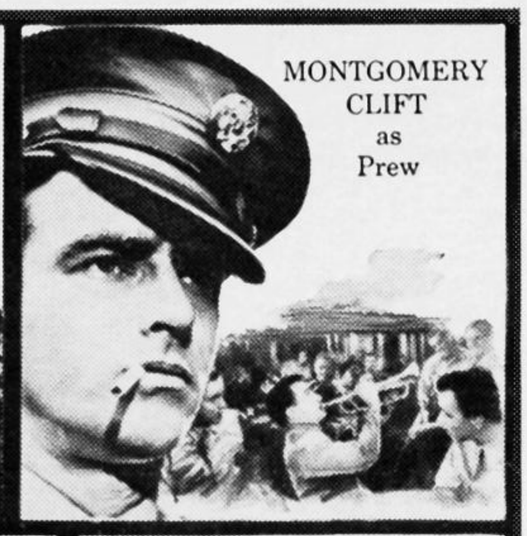
WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

THE BOLDEST BOOK OF OUR TIME...
HONESTLY, FEARLESSLY ON THE SCREEN!

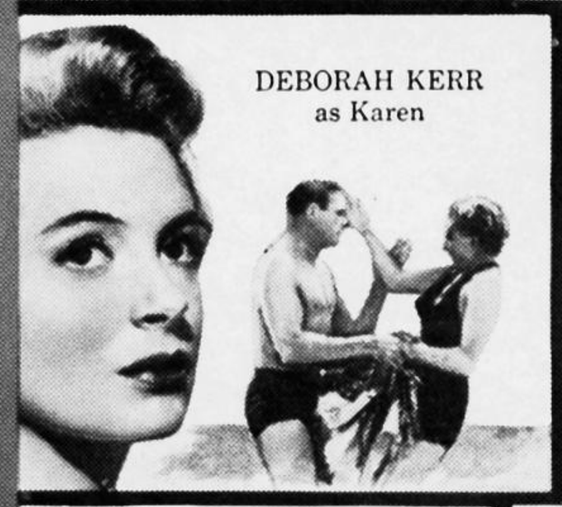
FROM HERE TO ETERNITY



BURT LANCASTER as Milt Warden



MONTGOMERY CLIFT as Prew



DEBORAH KERR as Karen

DONNA REED as Lorene

FRANK SINATRA as Maggio

Set down in a torrent of human emotions by a man who'd felt and fought and lived them all... Brought to the screen with consummate daring by Columbia Pictures... and crowned with a cast of famous stars

starring

BURT LANCASTER · MONTGOMERY CLIFT
DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon the novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMANN · A COLUMBIA PICTURE

776-Line Ad Mat No. 407—4 Cols. x 194 Lines

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

THE BOLDEST BOOK OF OUR TIME...

Honestly, Fearlessly On The Screen!

"There was one thing he wouldn't do... even for a woman!"

BURT LANCASTER · MONTGOMERY CLIFT

"Prew was a hardhead, ...the tougher it got, the better he liked it!"

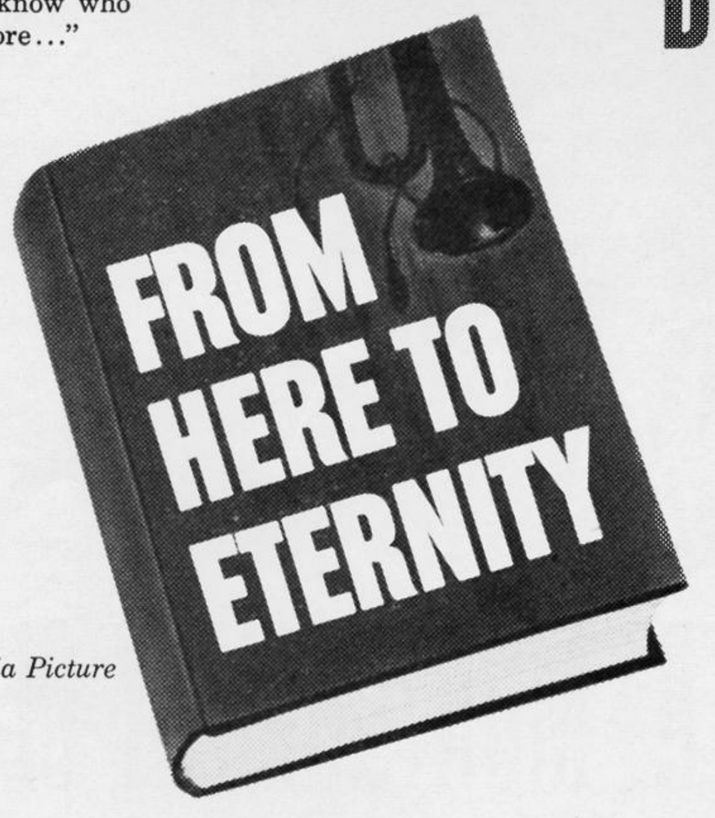
DEBORAH KERR · FRANK SINATRA

"He's such a comical little runt. He makes me want to cry while I'm laughin' at him..."

"Her and them sweaters. Looks coldern' an iceberg, but I know who taught her the score..."

DONNA REED

"Sure, she's nice to him. She's nice to all the boys..."



A Columbia Picture

Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN

660-Line Ad Mat No. 406—4 Cols. x 165 Lines

This ad also available in 5-column size. Order 1030-Line Ad Mat No. 503 (5 Cols. x 206 Lines).

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

From the stark, bold–yet tender–best-seller
5,000,000 readers gasped at!

FROM HERE TO ETERNITY

starring **BURT LANCASTER · MONTGOMERY CLIFT**
DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN
A COLUMBIA PICTURE

700-Line Ad Mat No. 501—5 Cols. x 140 Lines

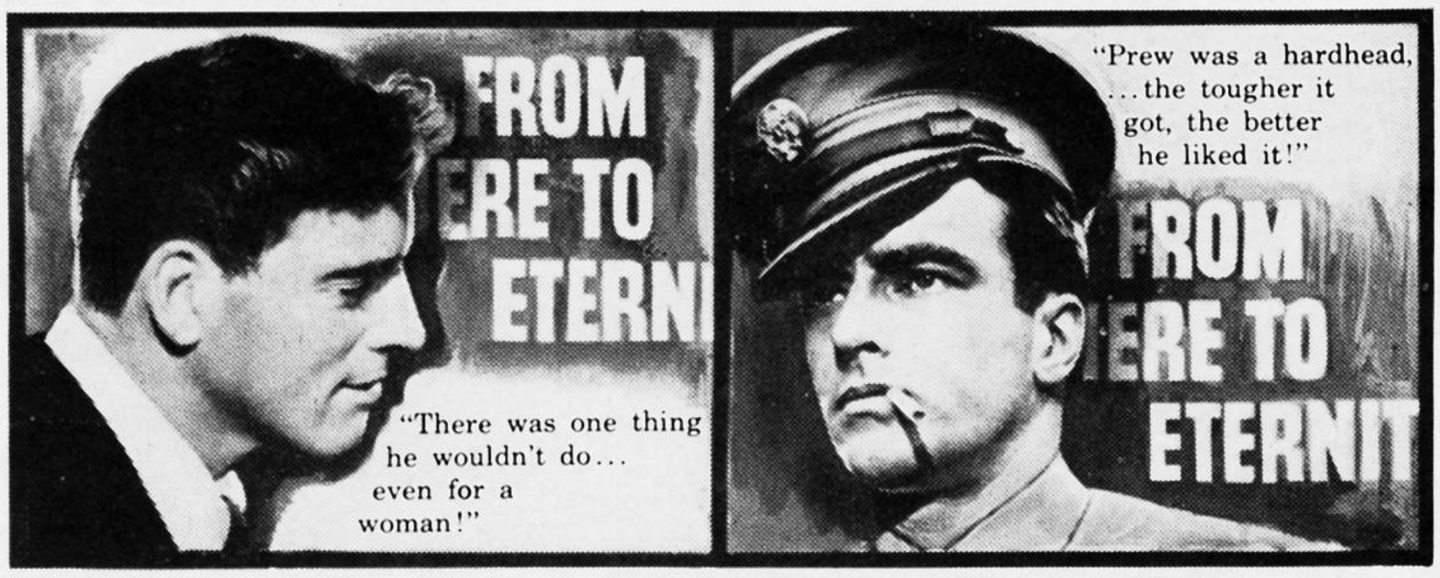
This ad also available in 4-column size—see page 9a.

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

496-Line Ad Mat No. 401—4 Cols. x 124 Lines

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

HEIGHTS OF EMOTION – DEPTHS OF EXPERIENCE – THE SCREEN HAS NEVER DARED BEFORE!



BURT LANCASTER · MONTGOMERY CLIFT

DEBORAH KERR · FRANK SINATRA · DONNA REED

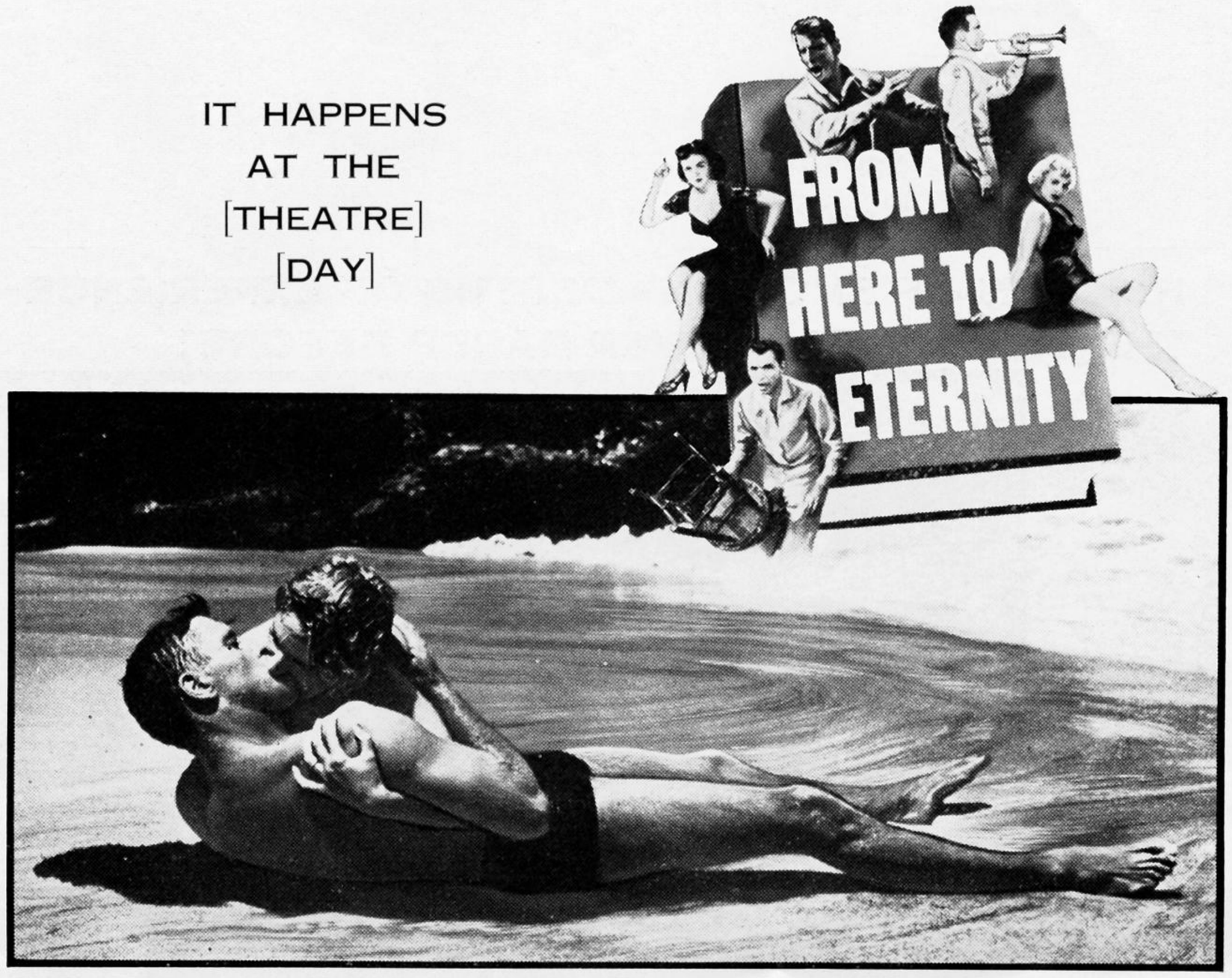
Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES • Produced by BUDDY ADLER • Directed by FRED ZINNEMANN • A COLUMBIA PICTURE

608-Line Ad Mat No. 403—4 Cols. x 152 Lines

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

Be sure to insert your theatre name and playdate here.

IT HAPPENS
AT THE
[THEATRE]
[DAY]



starring **BURT LANCASTER · MONTGOMERY CLIFT · DEBORAH KERR**
FRANK SINATRA
DONNA REED

A COLUMBIA PICTURE

Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN

This ad also available as 276-Line Ad Mat No. 308 (3 Cols. x 92 Lines).

492-Line Ad Mat No. 408—4 Cols. x 123 Lines

Official Billing

COLUMBIA PICTURES	25%
presents	
FROM HERE TO ETERNITY	100%
starring	
BURT LANCASTER • MONTGOMERY CLIFT	75%
DEBORAH KERR • FRANK SINATRA	75%
DONNA REED	75%
Screen Play by DANIEL TARADASH	15%
Based upon the novel by JAMES JONES	15%
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN	15%

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From the stark, bold–yet tender–best-seller
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starring **BURT LANCASTER · MONTGOMERY CLIFT**
DEBORAH KERR · FRANK SINATRA · DONNA REED

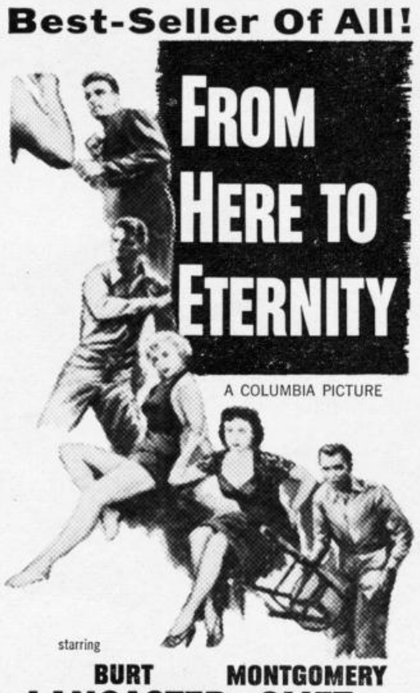
Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN
A COLUMBIA PICTURE

This ad also available in 5-column size—see page 5a.

→
448-Line
Ad Mat No. 402
4 Cols. x
112 Lines
→

→
222-Line
Ad Mat No. 311
3 Cols. x
74 Lines
→

From The Boldest Best-Seller Of All!



starring
BURT MONTGOMERY
LANCASTER · CLIFT
DEBORAH FRANK DONNA
KERR · SINATRA · REED

Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN

←
Ad Mat No. 103
61 Lines
←

The Boldest Best-Seller Of All Is Coming To The Screen!

COLUMBIA PICTURES presents

FROM HERE TO ETERNITY

STARRING

BURT LANCASTER · MONTGOMERY CLIFT
DEBORAH KERR · FRANK SINATRA · DONNA REED

Screenplay by DANIEL TARADASH
Based on the best-selling novel by JAMES JONES
Directed by FRED ZINNEMANN • Produced by BUDDY ADLER

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

Using Wide Screen?
Stereophonic Sound?

DROP THESE SLUGS INTO YOUR ADS!

The Boldest Best-Seller Of All Is Coming To The Screen!

starring

BURT LANCASTER · MONTGOMERY CLIFT
DEBORAH KERR · FRANK SINATRA · DONNA REED

Screenplay by DANIEL TARADASH • Based on the best-selling novel by JAMES JONES
Directed by FRED ZINNEMANN • Produced by BUDDY ADLER • A COLUMBIA PICTURE

399-Line Ad Mat No. 309—3 Cols. x 133 Lines

ON OUR NEW WIDE SCREEN WITH STEREOPHONIC SOUND!

On Our New Giant Screen!

ON OUR NEW WIDE SCREEN WITH STEREOPHONIC SOUND!

On Our New Giant Screen!

Stereophonic Sound! Giant Wide Screen!

Stereophonic Sound! Giant Wide Screen!

WITH STEREOPHONIC SOUND!

WITH STEREOPHONIC SOUND!

Stereophonic Sound!

On Our New Giant Screen!

WITH STEREOPHONIC SOUND ON OUR NEW WIDE SCREEN!

Stereophonic Sound!

ON OUR NEW WIDE SCREEN WITH STEREOPHONIC SOUND!

On Our New Giant Screen!

Stereophonic Sound! Giant Wide Screen!

ON OUR NEW GIANT SCREEN!

ON OUR NEW WIDE SCREEN WITH STEREOPHONIC SOUND!

Stereophonic Sound

Giant Screen!

WIDE SCREEN Mat No. 1

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

Once in 30 years...

When we decided to make the best-seller "From Here To Eternity" into a motion picture, there were many in Hollywood who said, "Don't even try! You can't make a picture out of it!" It was a story of Army life, of illicit loves, of profanity, of brutality. "It's too tough," they said, "you'll never do it! Impossible!"

It took two years to do the "impossible."

★ ★ ★

It took almost a year to write the script. And what a script! Page for page, it captures all the color, the spirit, the fire of the book.

We signed Montgomery Clift to play Private Prewitt, lonesome, stubborn, wistful Prewitt. This would have been enough for an ordinary picture, but it was only the beginning for us. We needed a dynamic, virile performance for the vital part of Sergeant Warden. We wanted the best. So we went after—and signed—Burt Lancaster.

A few days later, Deborah Kerr joined the roster of stars for the role of Karen, the Captain's wife who falls in love with the Sergeant. Again, our judgment was questioned. "Deborah Kerr plays sweet, nice girls," they said. "She can't do 'that kind of woman'." Well, they're in for the surprise of their lives.

For the part of Lorene, who worked in Mrs. Kipfer's place, we tested many fine actresses. Finally, we found our Lorene in the person of lovely Donna Reed. And for the part of Maggio, we signed Frank Sinatra—another piece of off-beat casting which took Hollywood by surprise.

In Hollywood, in Hawaii, wherever we had to go in order to get the very best, we went. We were determined to make this the greatest picture in Columbia's history.

★ ★ ★

Now, FROM HERE TO ETERNITY has been completed. It has, we believe, everything that made the book and the characters so great — plus a stirring vitality all its own.

In the thirty years I have headed production at Columbia Studios, we have turned out many noteworthy pictures. To single out just a few: IT HAPPENED ONE NIGHT, LOST HORIZON, THE JOLSON STORY and BORN YESTERDAY. In all those years, I have not once come to you, the movie-going public, and said, "I urge you to see this picture."

It is with no reservations, therefore, that I now say, "I urge you to see FROM HERE TO ETERNITY."

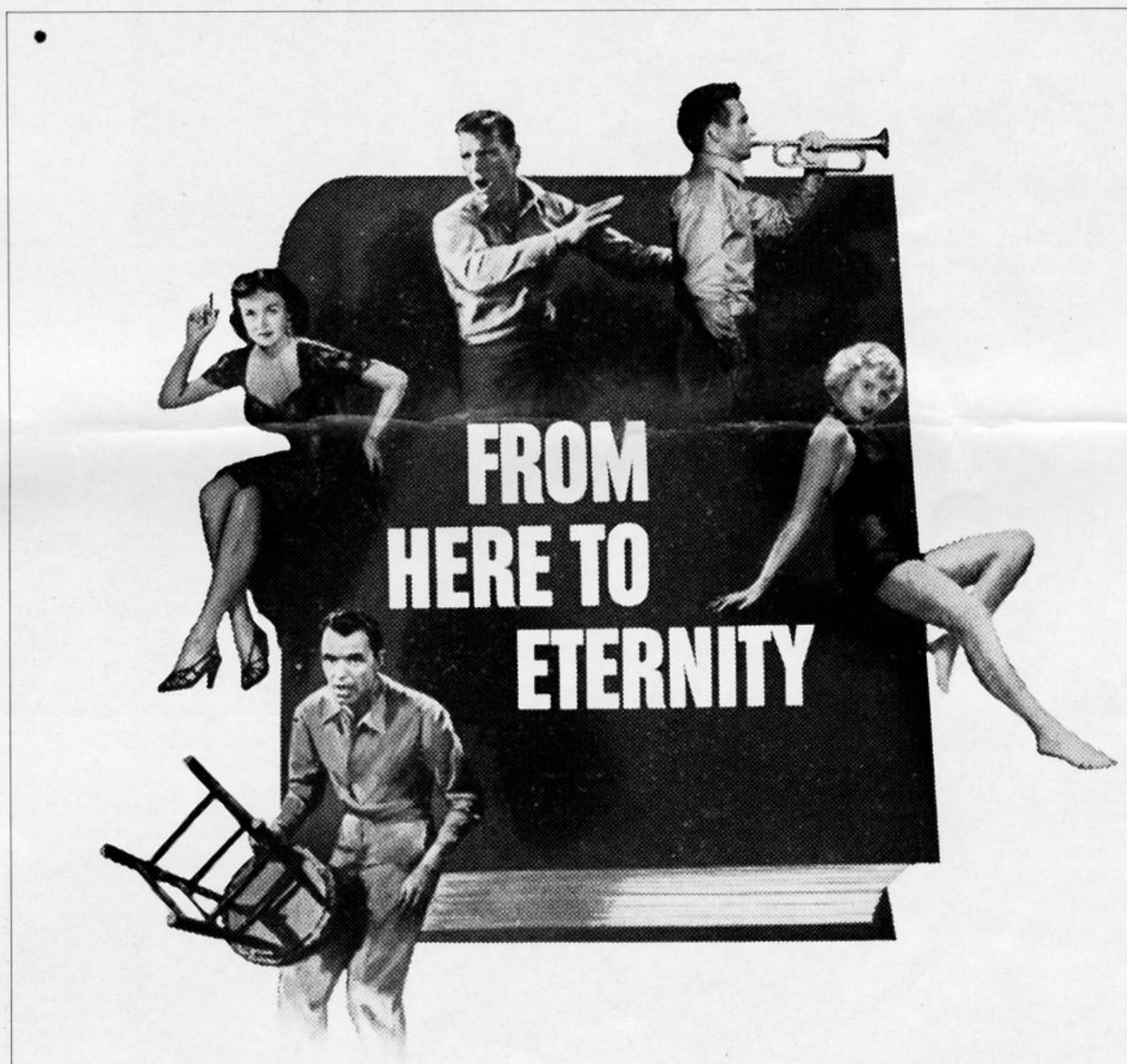
Harry Cohn

PRESIDENT
COLUMBIA PICTURES CORPORATION

300-Line Ad Mat No. 210—2 Cols. x 150 Lines

This ad also available in 3-column size. Order 678-Line Ad Mat No. 307 (3 Cols. x 226 Lines).

This ad, which appeared in the "New York Sunday Times," is recommended for run-of-paper insertion or for use on amusement page in conjunction with regular display ad.



Set down in a torrent of conflicting emotions by a man who'd felt and fought and lived them all...Read by 5,000,000 who found–and gasped at–the starkest, boldest–yet most tender story of our time...Brought to the screen with consummate daring by Columbia Pictures...and crowned with a cast starring...

BURT LANCASTER MONTGOMERY CLIFT

DEBORAH KERR FRANK SINATRA DONNA REED

Screen Play by DANIEL TARADASH · Based upon the novel by JAMES JONES
Produced by BUDDY ADLER · Directed by FRED ZINNEMANN · A COLUMBIA PICTURE

345-Line Ad Mat No. 303—3 Cols. x 115 Lines

This ad also available in 4-column size. Order 616-Line Ad Mat No. 404 (4 Cols. x 154 Lines).

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

BURT LANCASTER · MONTGOMERY CLIFT

"The Sarge don't want a commission, even if the Captain's wife comes with it..."

"Prew was a hardhead,...the tougher it got, the better he liked it!"

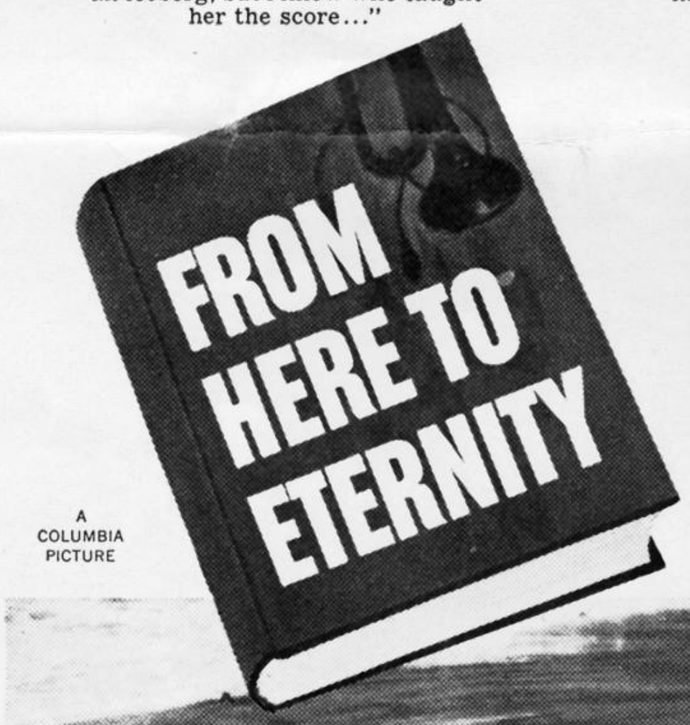
DEBORAH KERR · FRANK SINATRA

"Her and them sweaters. Looks colder'n an iceberg, but I know who taught her the score..."

"He's such a comical little runt. He makes me want to cry while I'm laughin' at him..."

DONNA REED

"Sure, she's nice to him. She's nice to all the boys..."



A COLUMBIA PICTURE

Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN

420-Line Ad Mat No. 313—3 Cols. x 140 Lines

200-Line Ad Mat No. 208—2 Cols. x 100 Lines

106-Line Ad Mat No. 206—2 Cols. x 53 Lines

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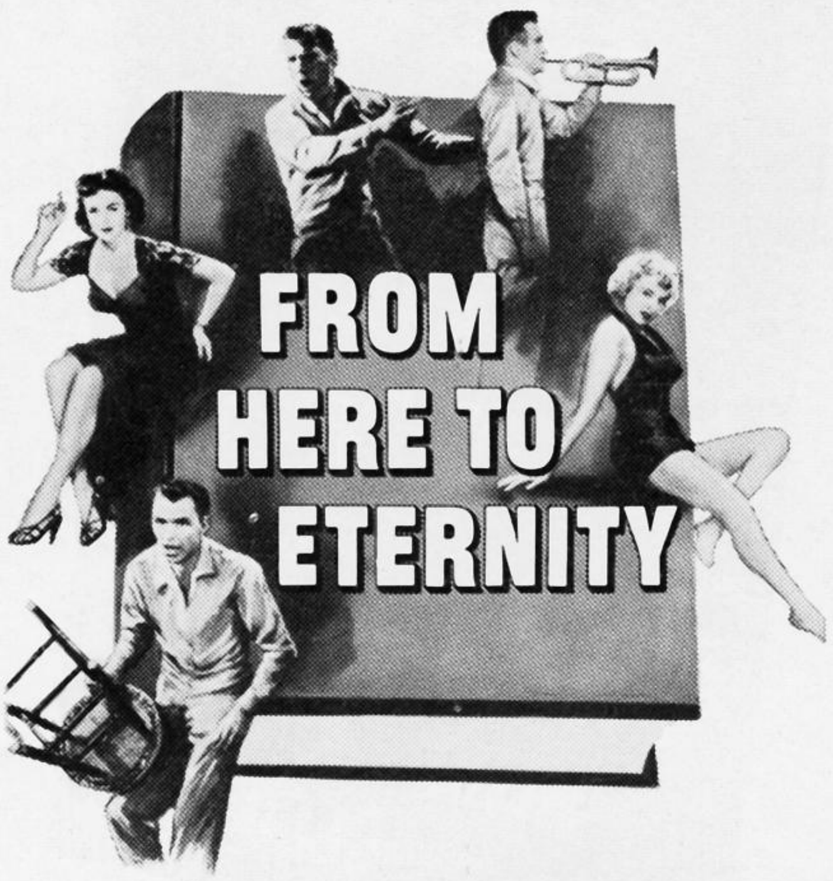
FROM THE STARK, BOLD—
YET TENDER—BEST SELLER
5,000,000 READERS GASPED AT!



Set down in a torrent of conflicting emotions by a man who'd felt and fought and lived them all...Its dramatic, intensely human story is brought to the screen with consummate daring by Columbia Pictures ...and crowned with a cast starring...

BURT LANCASTER · MONTGOMERY CLIFT

DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon the novel by JAMES JONES
Produced by BUDDY ADLER · Directed by FRED ZINNEMANN · A COLUMBIA PICTURE

284-Line Ad Mat No. 209—2 Cols. x 142 Lines

THE BOLDEST BOOK OF OUR TIME...

Honestly, Fearlessly
On The Screen!

"The Sarge don't want a commission, even if the Captain's wife comes with it..."

BURT LANCASTER MONTGOMERY CLIFT

"Prew was a hardhead, ...the tougher it got, the better he liked it!"

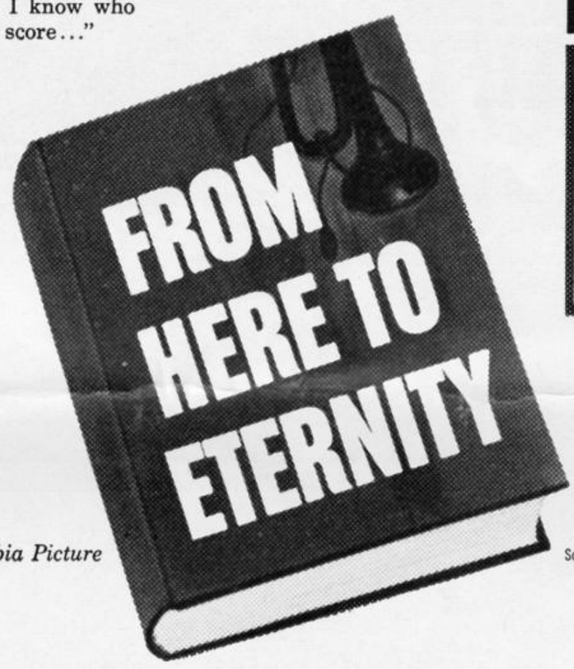
DEBORAH KERR FRANK SINATRA

"He's such a comical little runt. He makes me want to cry while I'm laughin' at him..."

"Her and them sweaters. Looks coldern' an iceberg, but I know who taught her the score..."

DONNA REED

"Sure, she's nice to him. She's nice to all the boys..."



A Columbia Picture

Screen Play by DANIEL TARADASH • Based upon the novel by JAMES JONES
Produced by BUDDY ADLER • Directed by FRED ZINNEMANN

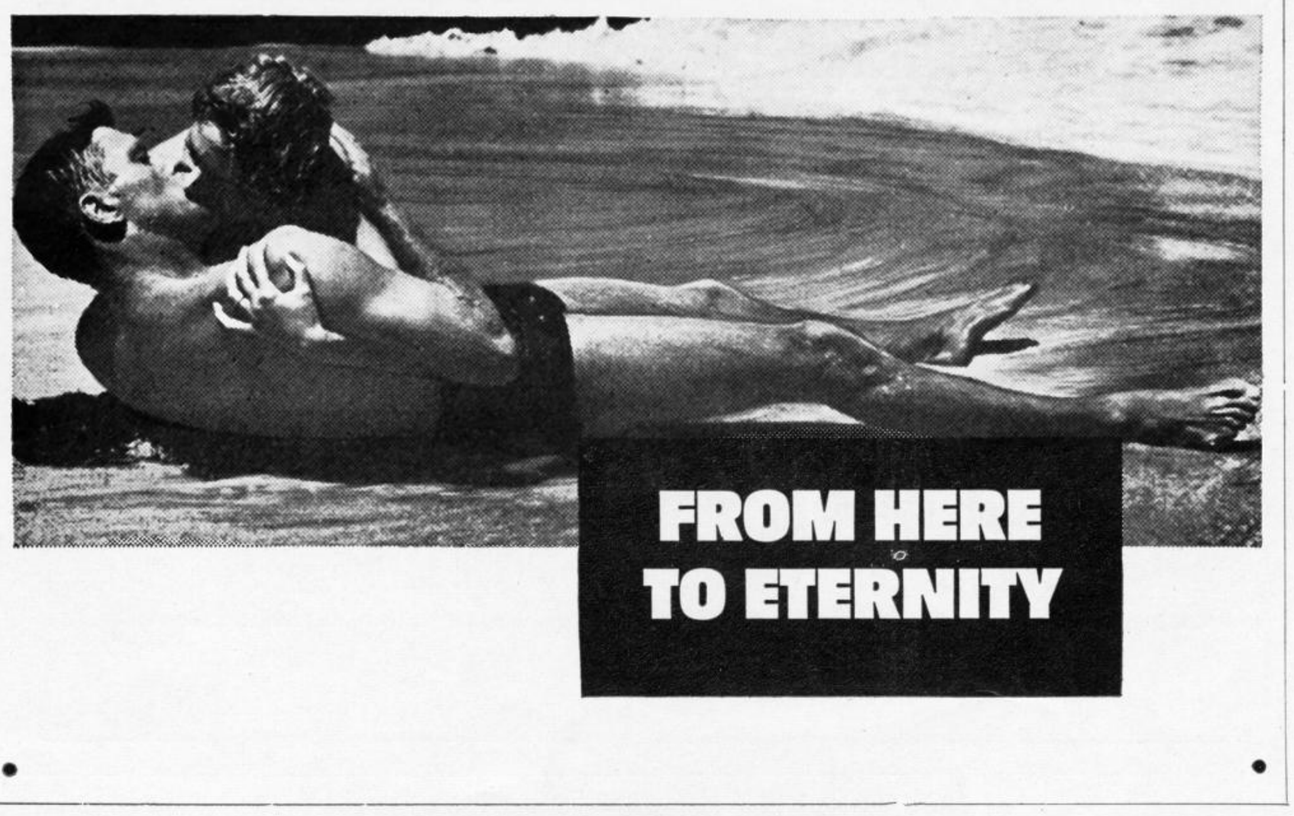
375-Line Ad Mat No. 306—3 Cols. x 125 Lines

→

168-Line
Ad Mat No. 310
3 Cols. x
56 Lines

→

62-Line Ad Mat No. 203—2 Cols. x 31 Lines



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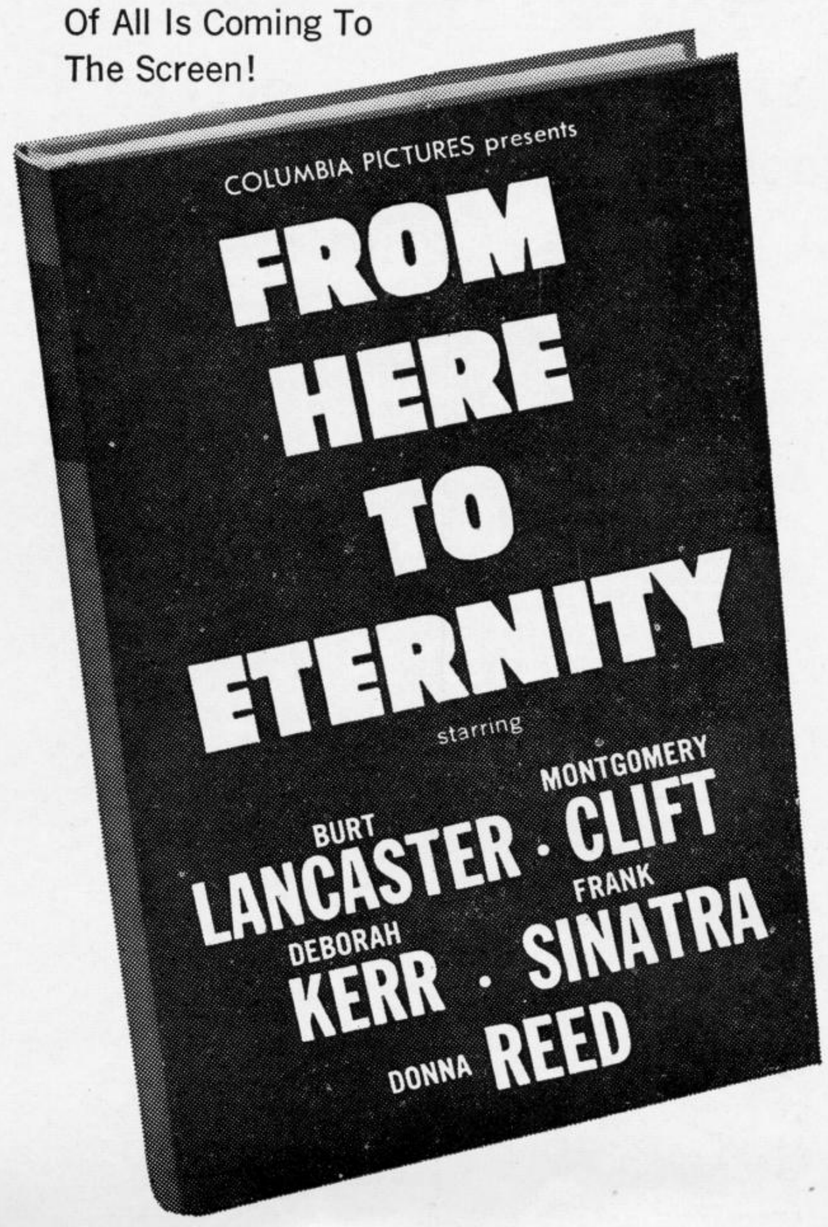
303-Line Ad Mat No. 302—3 Cols. x 101 Lines

The Boldest Best-Seller Of All Is Coming To The Screen!



Screenplay by DANIEL TARADASH • Based on the best-selling novel by JAMES JONES • Directed by FRED ZINNEMANN
Produced by BUDDY ADLER

206-Line Ad Mat No. 211—2 Cols. x 103 Lines

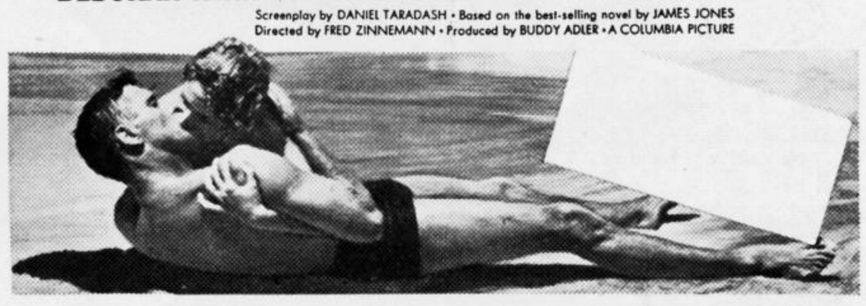
↑ *This ad also available in 2-column size—see page 15a.* ↑

A NOVEL OF UNUSUAL DISTINCTION...
A MOTION PICTURE OF OVERWHELMING EXCITEMENT!

180-Line Ad Mat No. 301—3 Cols. x 60 Lines

The Boldest Best-Seller Of All Is Now On The Screen!
Magnificently created out of the elements of life itself!

starring
BURT LANCASTER · MONTGOMERY CLIFT
DEBORAH KERR · FRANK SINATRA · DONNA REED
Screenplay by DANIEL TARADASH • Based on the best-selling novel by JAMES JONES
Directed by FRED ZINNEMANN • Produced by BUDDY ADLER • A COLUMBIA PICTURE



108-Line Ad Mat No. 212—2 Cols. x 54 Lines

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134-Line Ad Mat No. 207—2 Cols. x 67 Lines

This ad also available in 3-column size—see page 14a.

This ad also available in 5-column size (page 2a) and as 640-Line Ad Mat No. 405 (4 Cols. x 160 Lines).

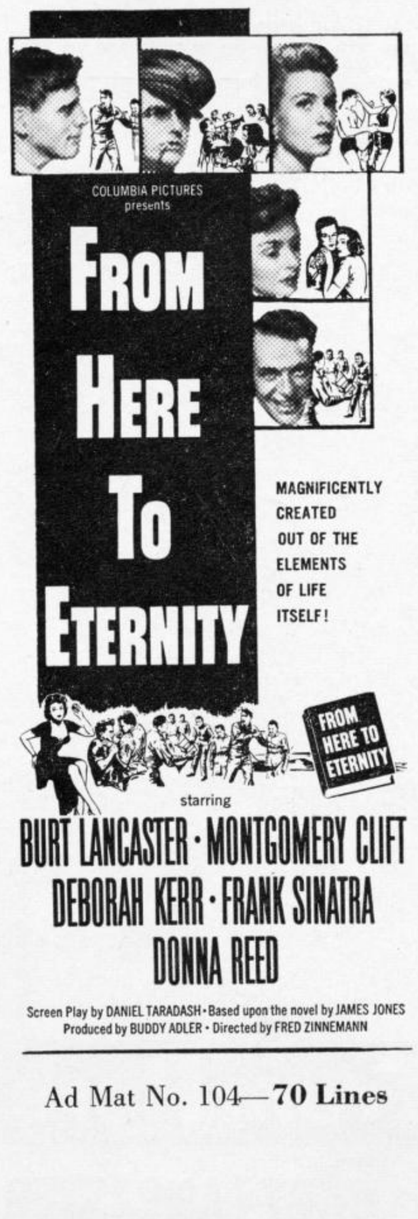
357-Line Ad Mat No. 304—3 Cols. x 119 Lines

100-Line Ad Mat No. 205—2 Cols. x 50 Lines

183-Line Ad Mat No. 312—3 Cols. x 61 Lines

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

Ad Mat No. 105—**130 Lines**



Ad Mat No. 104—**70 Lines**

Ad Mat No. 101—**17 Lines**

Mat 1-F; Still No. c342c

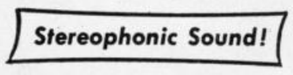
Mat 2-F; Still No. 34

92-Line Ad Mat No. 204—2 Cols. x 46 Lines

38-Line Ad Mat No. 202—2 Cols. x 19 Lines

20-Line Ad Mat No. 201—2 Cols. x 10 Lines

Ad Mat No. 102—**31 Lines**



COMPOSITE CAMPAIGN MAT:

PAGE 16A

A complete campaign at the low price of 35c! Order Special Mat No. 1 from National Screen Service. Individual publicity scenes and ads may be ordered at regular prices. Wide Screen Mat No. 1 (page 10a) contains an assortment of "stereophonic sound" and "wide screen" slugs (samples shown above).

ONLY

35¢

Printed in U.S.A.

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