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ONE GREAT BIG WONDERFUL MOTION PICTURE
IT'S A COMEDY-IT'S A MYSTERY-IT'S A THRILLER
IT'S NEW-IT'S DIFFERENT-IT'S DELIGHTFUL-IT'S FUN!



WALT DISNEY'S

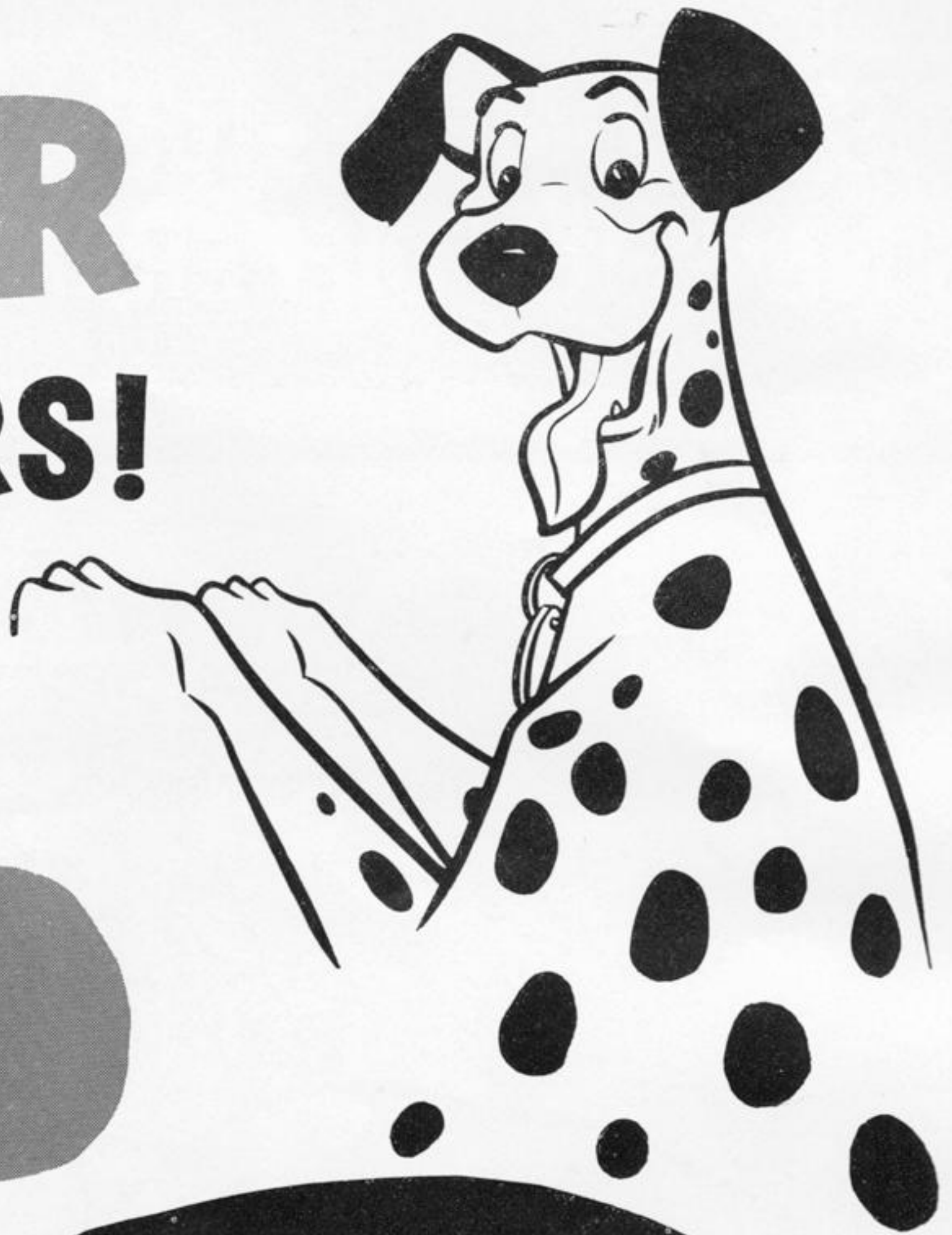
NEW ALL-CARTOON FEATURE

**One Hundred and One
Dalmatians**



Released by BUENA VISTA Distribution Co., Inc. ©Walt Disney Productions.

SPOTACULAR BOXOFFICE BUILDERS!



DELUXE TECHNICOLOR TRAILER

Prepare your patrons well in advance for the wittiest and friskiest . . . the funniest and fastest cartoon comedy that ever came off Walt Disney's drawing boards. Every telling, selling scene comes straight from the hound's mouth. Bring 'em back howling to see the whole show. It's in Technicolor—And it's Spotacular!

ORDER NOW FROM
NATIONAL SCREEN SERVICE

RADIO

A 12" Platter of a Variety of Spots—Each One a Doggon Wonderful Sell—With Hilarious Narration, Orchestral Background and Sound Effects Right Out of the Original. Time allowed for Your Theatre Name and Date.

ORDER FREE FROM
BUENA VISTA DISTRIBUTION CO., INC.
Attn. Specialty Dept.
477 Madison Ave., New York 22, N. Y.

FREE TEASER TRAILER

Get them laughing early with this free trailer — It's more fun than a barrel of puppies. Then follow with the regular DeLuxe Trailer. You'll have a pre-sold audience eager to come back for more of the funtastic entertainment in "One Hundred and One Dalmatians."

ORDER FREE FROM NATIONAL SCREEN SERVICE

TELOP

A quick flash on the television screen — but what a wallop this TV slide packs! Include it in your TV campaign. It's big value—and FREE!

ORDER FREE FROM
BUENA VISTA DISTRIBUTION CO., INC.
Attn. Specialty Dept.
477 Madison Ave., New York 22, N. Y.

MR. EXHIBITOR PLEASE NOTE

Give your patrons the best possible picture on your theatre screen. For top projection results in the presentation of "One Hundred and One Dalmatians" do not exceed

ASPECT RATIO 1:33 to 1
or you will lose top and bottom of the picture.

ADVERTISING LINEAGE SCHEDULE

Mat 101—75 lines—(5 inches)

Mat 102—14 lines—(1 inch)

Mat 103—28 lines—(2 inches)

Mat 104—50 lines—(4 inches)

Mat 202—100 lines—2 cols. x 50 lines (7 inches)

Mat 203—150 lines—2 cols. x 75 lines (11 inches)

Mat 204—150 lines—2 cols. x 75 lines (11 inches)

Mat 205—250 lines—2 cols. x 125 lines (18 inches)

Mat 206—200 lines—2 cols. x 100 lines (14 inches)

Mat 207—28 lines—2 cols. x 14 lines (2 inches)

Mat 208—50 lines—2 cols. x 25 lines (4 inches)

Mat 209—74 lines—2 cols. x 37 lines (5 inches)

Mat 301—300 lines—3 cols. x 100 lines (21 inches)

Mat 302—399 lines—3 cols. x 133 lines (29 inches)

Mat 303—249 lines—3 cols. x 83 lines (18 inches)

Mat 304—201 lines—3 cols. x 67 lines (14 inches)

Mat 401—448 lines—4 cols. x 112 lines (32 inches)

Mat 402—400 lines—4 cols. x 100 lines (29 inches)

Mat 403—348 lines—4 cols. x 87 lines (25 inches)

Mat 404—648 lines—4 cols. x 162 lines (46 inches)

Mat 405—360 lines—4 cols. x 90 lines (26 inches)

Mat 406—456 lines—4 cols. x 114 lines (33 inches)

Mat 501—600 lines—5 cols. x 120 lines (43 inches)

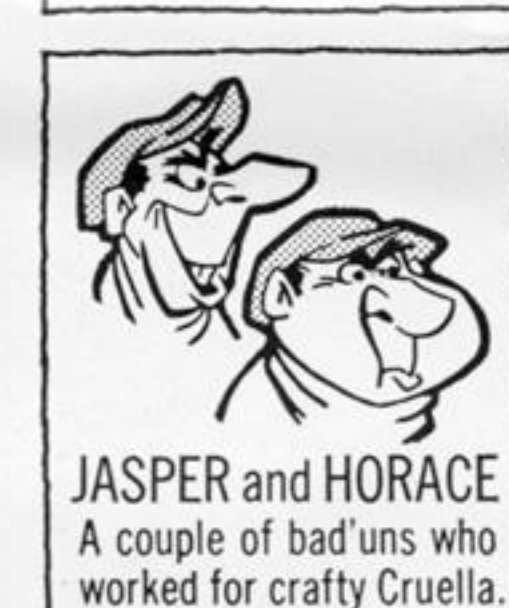
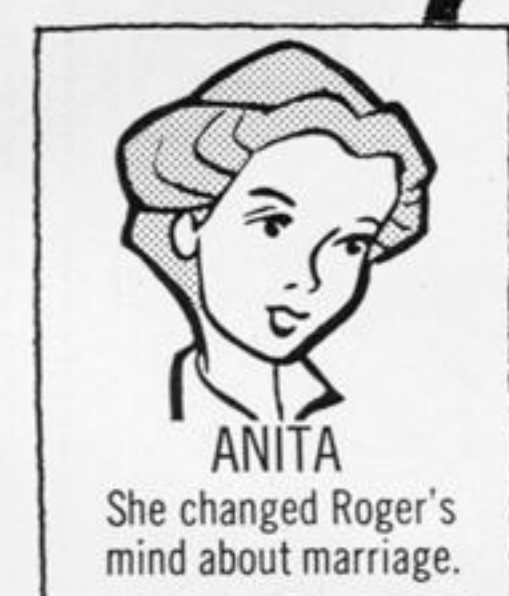
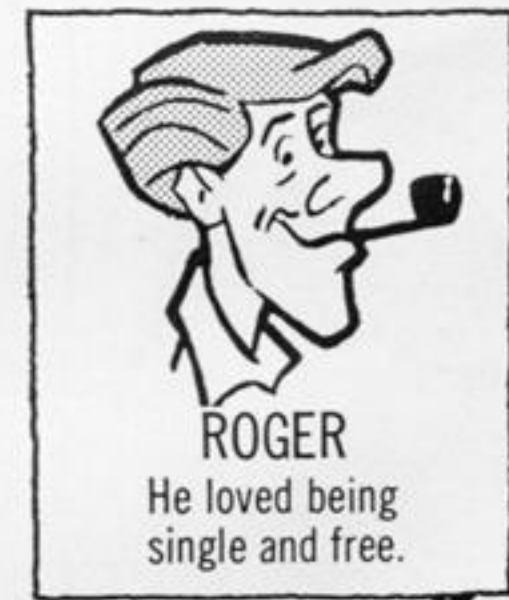
Mat 502—500 lines—5 cols. x 100 lines (36 inches)

Mat 503—575 lines—5 cols. x 115 lines (41 inches)

ONE GREAT BIG ONEDERFUL MOTION PICTURE

IT'S A COMEDY-IT'S A MYSTERY-IT'S A THRILLER
IT'S NEW-IT'S DIFFERENT-IT'S DELIGHTFUL
IT'S FUN!

Meet these New
CARTOON STARS!



WALT DISNEY'S
NEW ALL-CARTOON FEATURE

One Hundred and One Dalmatians

TECHNICOLOR®

SERGEANT TIBBS
THE CAPTAIN
LUCY
THE COLONEL
TOWSER

...and bright, gay
new MUSIC!!!!

Released by BUENA VISTA Distribution Co., Inc. ©WALT DISNEY PRODUCTIONS

T H E A T R E

Mat 501—600 lines—5 cols. x 120 lines (43 inches)

IF IT'S LAUGHTER YOU'RE AFTER...
COME SHARE THE FUN
AND EXCITEMENT
OF THIS ONEderful
NEW ALL-CARTOON
FEATURE!

WALT DISNEY'S
One Hundred and One Dalmatians

TECHNICOLOR®

...and bright, gay
new MUSIC!!!!

THEATRE

Released by BUENA VISTA Distribution Co., Inc. ©WALT DISNEY PRODUCTIONS

IF IT'S LAUGHTER
YOU'RE AFTER...

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred
and One
Dalmatians

TECHNICOLOR®

...and bright, gay
new MUSIC!!!!

THEATRE

Mat 104—
50 lines—(4 inches)

Mat 304—201 lines—3 cols. x 67 lines (14 inches)

IF IT'S LAUGHTER YOU'RE AFTER...

COME SHARE THE FUN AND EXCITEMENT OF THIS **ONEderful** NEW ALL-CARTOON FEATURE!
*It's Different! It's Delightful!
 It's Definitely Delirious!*

WALT DISNEY'S
One Hundred and One Dalmatians
 TECHNICOLOR®

Meet these New CARTOON STARS!

- THE COLONEL**
a very shaggy military type who led the attack.
- THE CAPTAIN**
discipline and horse-sense won him his honors.
- TOWSER**
a howling success in the daring rescue.
- SERGEANT TIBBS**
gambled all his lives for the cause.
- LUCY**
took a gander at the situation and fled.

...and bright, gay, new MUSIC!!

T H E A T R E

©WALT DISNEY PRODUCTIONS
 Released by BUENA VISTA Distribution Co. Inc.

Mat 502—500 lines—5 cols. x 100 lines (36 inches)

ONE GREAT BIG ONEderful MOTION PICTURE!
 IT'S A COMEDY! IT'S A MYSTERY!
 IT'S A THRILLER! IT'S FUN!

The screen is filled with delightful Dalmatians and hilarious humans... as boy meets girl... dog meets dog... and YOU meet a fantastic array of **NEW** Walt Disney cartoon characters!

WALT DISNEY'S
 NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians
 TECHNICOLOR®

...and bright, gay new MUSIC!!!

HUMANS OF ALL AGES WILL HOWL WITH LAUGHTER

WALT DISNEY'S
 NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians
 TECHNICOLOR®
 New CARTOON STARS and MUSIC!

Released by BUENA VISTA Distribution Co., Inc. ©Walt Disney Productions.

T H E A T R E

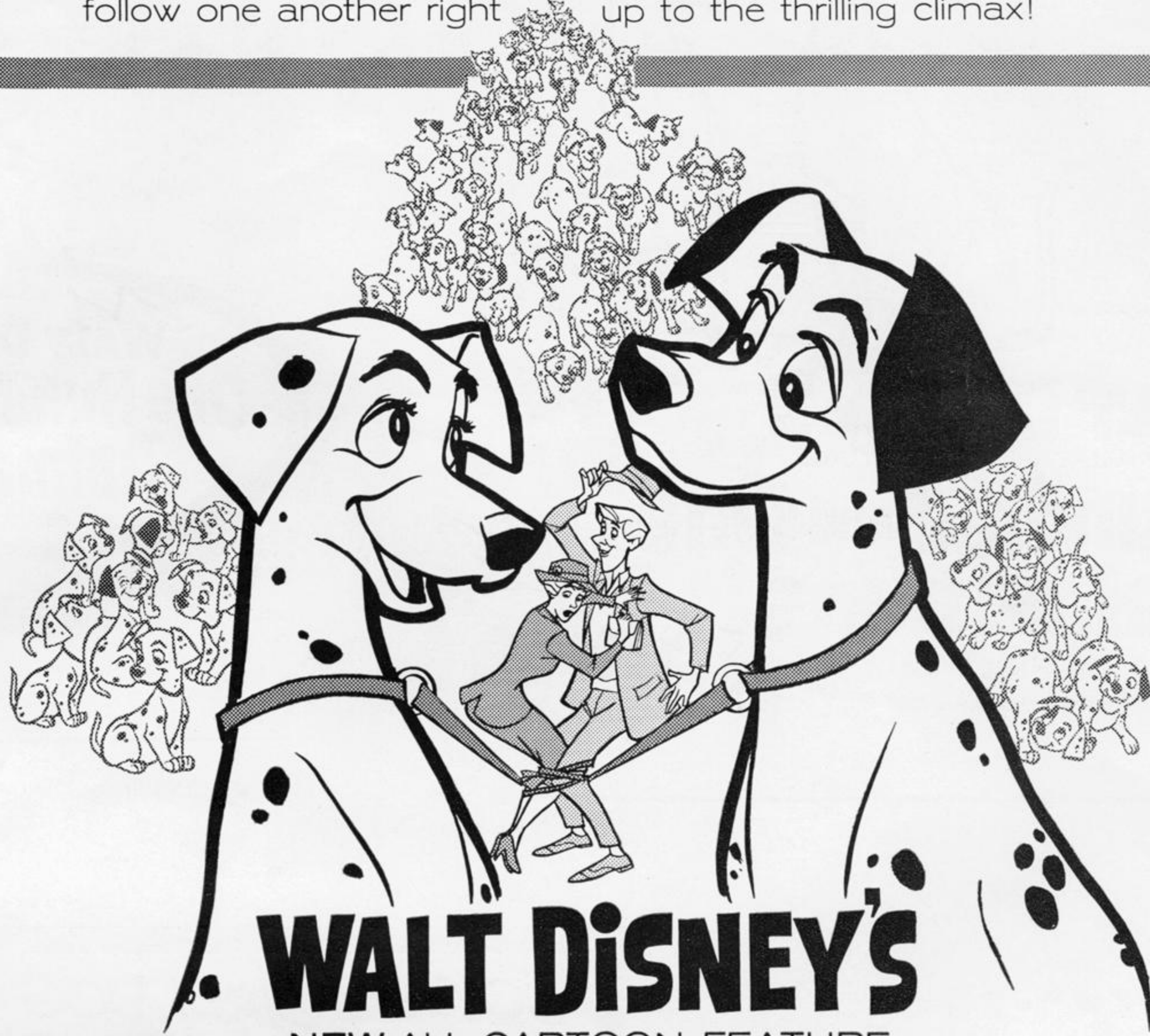
Mat 101—
 75 lines (5 inches)

T H E A T R E

Mat 405—360 lines—4 cols. x 90 lines (26 inches)

ONE GREAT BIG ONEDERFUL MOTION PICTURE

Come join the fun and excitement as the screen is filled with delightful dalmatians and hilarious humans...and the laughs follow one another right up to the thrilling climax!



WALT DISNEY'S
NEW ALL-CARTOON FEATURE

One Hundred and One Dalmatians

technicolor®

...a FUNtastic array of
New CARTOON STARS
...and bright, gay, new MUSIC!



©WALT DISNEY PRODUCTIONS
Released by BUENA VISTA Distribution Co., Inc.

T H E A T R E

Mat 404—648 lines—4 cols. x 162 lines (46 inches)

HUMANS OF ALL AGES
WILL HOWL
WITH
LAUGHTER

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians
TECHNICALCOLOR®

...a FUNtastic array of
New CARTOON STARS
...and bright, gay, new MUSIC!

Released by BUENA VISTA Distribution Co., Inc. ©WALT DISNEY PRODUCTIONS

T H E A T R E

Mat 202—100 lines—2 cols. x 50 lines (7 inches)

IT'S A COMEDY...
A MYSTERY...
A ROMANCE
and
Delightfully
Different!

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians
TECHNICALCOLOR®

New
CARTOON
STARS
...and
MUSIC!

Released by BUENA VISTA Distribution Co., Inc. ©WALT DISNEY PRODUCTIONS

T H E A T R E

Mat 209—74 lines—2 cols. x 37 lines (5 inches)

1001 ADVENTURES-LAUGHS-EXCITEMENTS!



A FUNtastic array of NEW CARTOON STARS...and bright, gay, new MUSIC!!!

WALT DISNEY'S NEW ALL-CARTOON FEATURE

One Hundred and One Dalmatians

TECHNICOLOR®

Released by BUENA VISTA Distribution Co. Inc. ©WALT DISNEY PRODUCTIONS

T H E A T R E

Mat 303-249 lines-3 cols. x 83 lines (18 inches)

IF IT'S LAUGHTER YOU'RE AFTER...

...come share the FUN and EXCITEMENT of this ONEderful NEW All-Cartoon Feature!



WALT DISNEY'S One Hundred and One Dalmatians

TECHNICOLOR®

...a FUNtastic array of NEW CARTOON STARS...and bright, gay, new MUSIC!!!

Released by BUENA VISTA Distribution Co. Inc. ©WALT DISNEY PRODUCTIONS

T H E A T R E

Mat 203-150 lines-2 cols. x 75 lines (11 inches)

ONE AFTER ONE

THE LAUGHS FOLLOW ONE ANOTHER RIGHT UP TO THE EXCITING CLIMAX!

It's a Comedy—a Mystery—a Romance—a Thriller... and Delightfully Different!



WALT DISNEY'S NEW ALL-CARTOON FEATURE

One Hundred and One Dalmatians

TECHNICOLOR®

...a FUNtastic array of NEW CARTOON STARS...and bright, gay, new MUSIC!!!

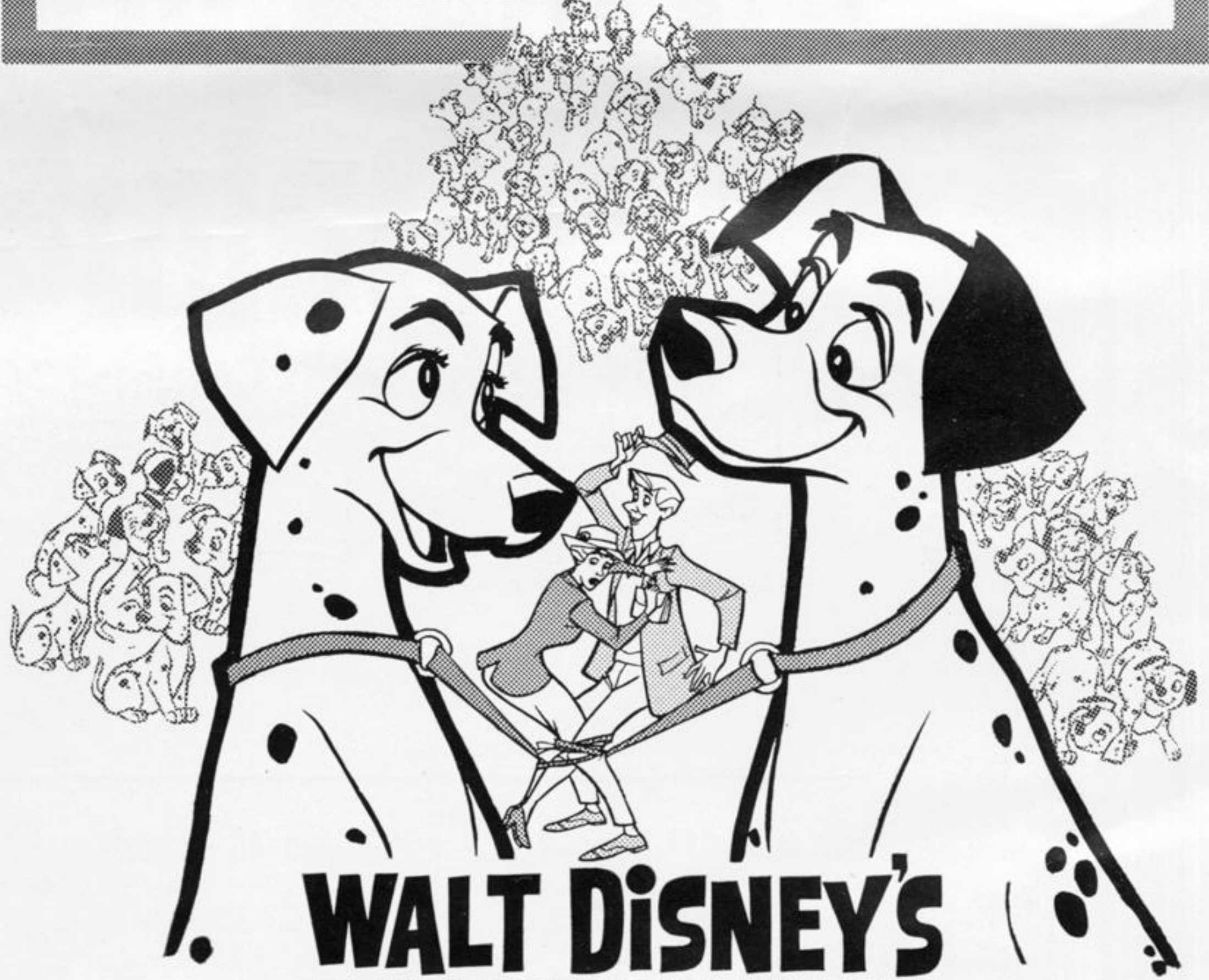
Released by BUENA VISTA Distribution Co. Inc. ©WALT DISNEY PRODUCTIONS

T H E A T R E

Mat 205-250 lines-2 cols. x 125 lines (18 inches)

BOY meets GIRL! DOG meets DOG! ...and then the FUN begins!!!

IT'S A COMEDY—A MYSTERY—A ROMANCE—A THRILLER—AND DELIGHTFULLY DIFFERENT!



WALT DISNEY'S NEW ALL-CARTOON FEATURE

One Hundred and One Dalmatians

TECHNICOLOR®

...a FUNtastic array of NEW CARTOON STARS...and bright, gay, new MUSIC!!!

Released by BUENA VISTA Distribution Co. Inc. ©WALT DISNEY PRODUCTIONS

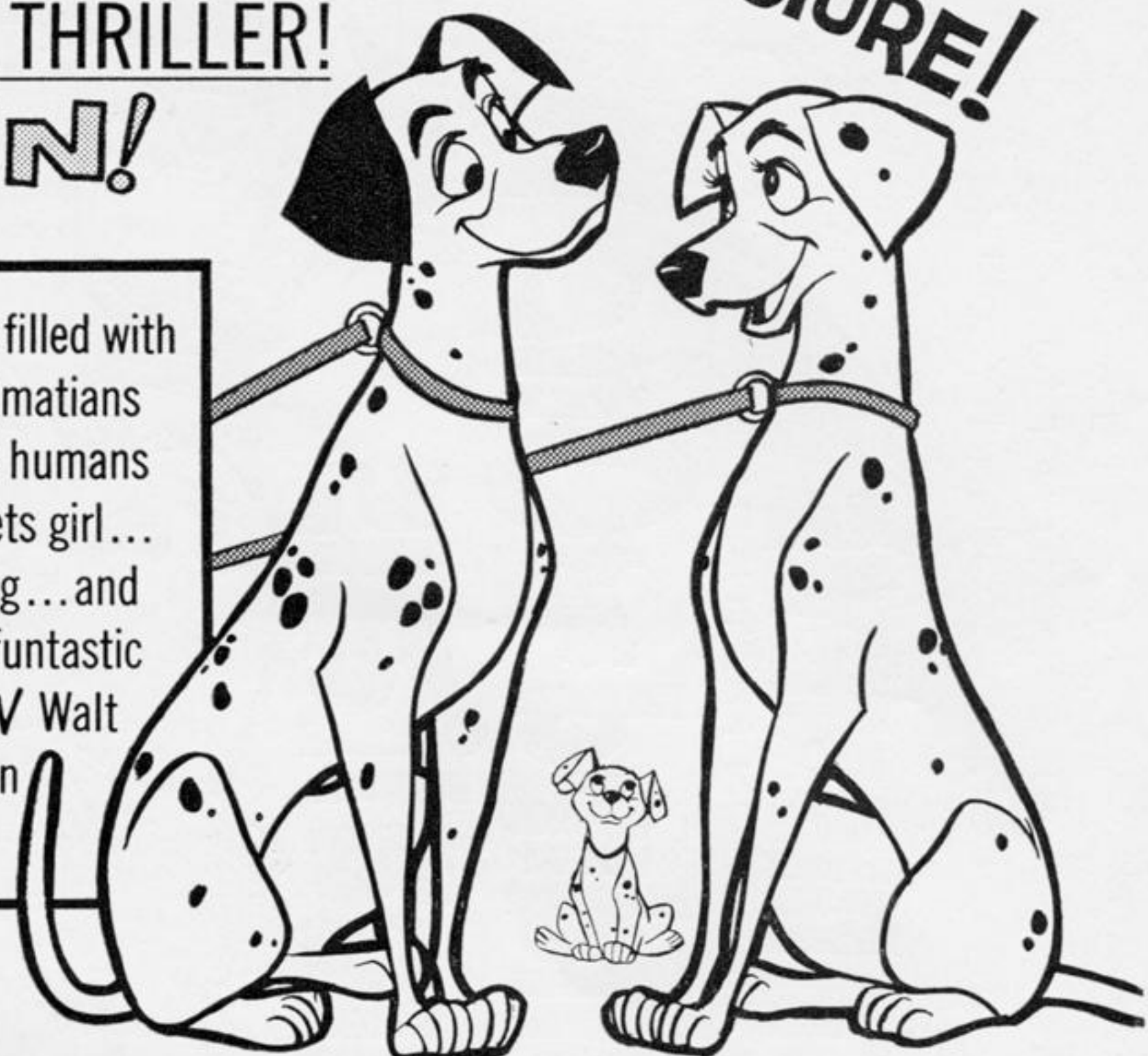
T H E A T R E

Mat 302-399 lines-3 cols. x 133 lines (29 inches)

ONE GREAT BIG ONEDERFUL MOTION PICTURE!
 IT'S A COMEDY!
 IT'S A MYSTERY! IT'S A THRILLER!
 IT'S FUN!



The screen is filled with delightful Dalmatians and hilarious humans ... as boy meets girl... dog meets dog... and YOU meet a funtastic array of **NEW** Walt Disney cartoon characters!



...and bright, gay new MUSIC!

WALT DISNEY'S
 NEW ALL-CARTOON FEATURE

One Hundred and One Dalmatians

TECHNICOLOR®

T H E A T R E

Mat 503—575 lines—5 cols. x 115 lines (41 inches)

IF IT'S LAUGHTER YOU'RE AFTER!
 SEE...this ONEDERFUL NEW All-Cartoon Feature!



WALT DISNEY'S
 NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

...a FUNtastic array of NEW CARTOON STARS ...and bright, gay, new MUSIC!



T H E A T R E

Mat 301—300 lines—3 cols. x 100 lines (21 inches)

ONE GREAT BIG ONEDERFUL MOTION PICTURE



WALT DISNEY'S
 NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

...a FUNtastic array of NEW CARTOON STARS ...and bright, gay, new MUSIC!



T H E A T R E

Mat 206—200 lines—2 cols. x 100 lines (14 inches)

BOY meets GIRL! DOG meets DOG!
...and then the **FUN** begins!!!

Walt Disney fills the screen with delightful Dalmatians and hilarious humans in one of the most ONEderful of all his cartoon comedies!

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®
...and bright, gay new MUSIC!!

Meet these New CARTOON STARS!

- ROGER**
He loved being single and free.
- ANITA**
She changed Roger's mind about marriage.
- CRUELLA deVILLE**
She adored Dalmatian spotted fur coats.
- JASPER and HORACE**
A couple of bad'uns who worked for crafty Cruella.

T H E A T R E

Mat 406—456 lines—4 cols. x 114 lines (33 inches)

IT'S A COMEDY! IT'S A MYSTERY! IT'S FUN!

The puppies were dognapped and the city was helpless—then the dogs took over to solve the crime that baffled Scotland Yard!

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

Meet these New CARTOON STARS!

- ROGER**
He loved bachelorhood.
- ANITA**
She loved Roger.
- CRUELLA deVILLE**
She loved Dalmatian fur coats.
- JASPER and HORACE**
They loved being bad'uns.

SERGEANT TIBBS
THE CAPTAIN
LUCY
TOWSER
THE COLONEL

...and bright, gay new MUSIC!!

T H E A T R E

Released by BUENA VISTA Distribution Co. Inc. © WALT DISNEY PRODUCTIONS

Mat 402—400 lines—4 cols. x 100 lines (29 inches)

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®
NEW CARTOON STARS
...and MUSIC!

Released by BUENA VISTA Distribution Co. Inc. © WALT DISNEY PRODUCTIONS

Mat 207—28 lines—2 cols. x 14 lines (2 inches)

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

Released by BUENA VISTA Distribution Co. Inc. © W D P

Mat 102—
14 lines—(1 inch)

BOY meets GIRL! DOG meets DOG!
...and then the **FUN** begins!

Walt Disney fills the screen with delightful Dalmatians and hilarious humans in one of the most **ONEderful** of all his cartoon comedies!



*Meet these New **CARTOON STARS!**

THE COLONEL ☆
a very shaggy military type

THE CAPTAIN ☆
horse-sense won him honors

TOWSER ☆
a howling success in the field

SERGEANT TIBBS ☆
devoted to the call of duty

LUCY ☆
a very gossipy goose

...and bright, gay, new **MUSIC!**!!!

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

©WALT DISNEY PRODUCTIONS
Released by BUENA VISTA Distribution Co. Inc.

T H E A T R E

Mat 403—348 lines—4 cols. x 87 lines (25 inches)



WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

New **CARTOON STARS** ...and **MUSIC!**

©WALT DISNEY PRODUCTIONS
Released by BUENA VISTA Distribution Co. Inc.

T H E A T R E

Mat 204—150 lines—2 cols. x 75 lines (11 inches)

ADVENTURES • LAUGHS • EXCITEMENT!
It's Different! It's Delightful! It's Downright Delirious!

When the puppies were dognapped, Scotland Yard was baffled...the city helpless...THEN the dogs took over to solve the mystery!



*a **FUN**tastic array of **New CARTOON STARS** ...and bright, gay, new **MUSIC!**!!!

WALT DISNEY'S
NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians

TECHNICOLOR®

©WALT DISNEY PRODUCTIONS
Released by BUENA VISTA Distribution Co. Inc.

T H E A T R E

Mat 401—448 lines—4 cols. x 112 lines (32 inches)



All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 28 W. 44th St., New York 36, N.Y.



T H E A T R E

Mat 103—
28 lines—(2 inches)



TECHNICOLOR®

New **CARTOON STARS** ...and **MUSIC!**

©WALT DISNEY PRODUCTIONS
Released by BUENA VISTA Distribution Co. Inc.

T H E A T R E

Mat 208—50 lines—2 cols. x 25 lines (4 inches)

ORDER SPECIAL COMPOSITE AD MAT C. A. M. — DAL-4X

This many-purposed advertising and publicity mat is an indispensable item in planning your campaign. Ideal for smaller situations and perfect supplement for larger campaigns, the ads included come in a full variety of sizes. All scene cuts have been specifically chosen on the basis of their editorial content. Run in a series or as part of a large campaign plan.



28 lines (2 inches)



28 lines—2 cols. x 14 lines (2 inches)



75 lines (5 inches)



50 lines (4 inches)



74 lines—2 cols. x 37 lines (5 inches)



C.A.M. - DAL - 4-X

**FOCUS
ATTENTION ON
THIS STAR
COMBINATION**

THIS
"STAR TEAM" COMBINATION
AD IS COMPOSED OF
"DALMATIANS"
AD MAT 301
AND "HORSE"
AD MAT 302

PRESENT THIS GREAT
SHOW PROUDLY...

For only Walt Disney could
imagine and produce such
a Perfect Entertainment
Program...

CARTOON CAPERS such
as only pen and paint
can visualize... Plus

LIVE ACTION...
Throbbing and vital
...convincing
and heart-warming.

A Selling
Combination on
your Marquee...
A Bonanza at
your Box
Office.

**THE
HORSE WITH THE
FLYING TAIL**

EXCITEMENT in Live Action. A True Life
Story of a remarkable Horse Whom Man
could not keep from his Star Destiny.

COMEDY in the Best
Walt Disney Cartoon
Tradition... With the
extra fillip of sophistica-
tion and romance.

IF IT'S LAUGHTER YOU'RE AFTER!
SEE...this ONE DERFUL NEW All-Cartoon Feature!

WALT DISNEY'S
**One Hundred and One
Dalmatians**
TECHNICOLOR®
...a FANTASTIC array of
NEW CARTOON STARS
...and bright, gay, new MUSIC!

AND FOR AN EXCITING EXTRA TREAT...

With a Saucy Wave
of His Golden Tail He
Sailed to Glory!
THE INCREDIBLE TRUE STORY
OF A JUMP-HAPPY
PALOMINO COWPONY THAT
BECAME THE 'DARLING OF
THE CROWDS' AS HE LEAPED
TO INTERNATIONAL FAME!

WALT DISNEY
PRESENTS
**THE HORSE
WITH THE
FLYING
TAIL**
TECHNICOLOR®
SCREENPLAY BY JANET LANSBURGH • PRODUCED AND DIRECTED BY LARRY LANSBURGH

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CAMPAIGN MANUAL "THE HORSE WITH THE FLYING TAIL" AVAILABLE AT NATIONAL SCREEN SERVICE

Tens of thousands of grocers plus the world-famous Carnation Company

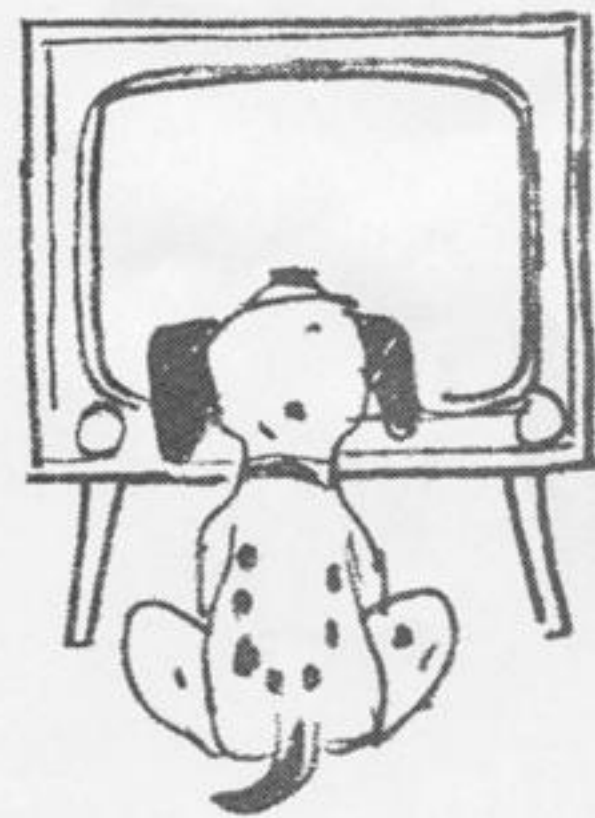
makers of *Friskies* Dog Food

will help promote

"ONE HUNDRED and ONE DALMATIANS"

A gigantic promotion combining the sales effort of the great Carnation Co., who make famous Friskies Dog Food, their 700 member sales force and grocers coast to coast will help you build attendance for "One Hundred and One Dalmatians".

Springboard for the promotion is a cuddly plush toy replica of "Lucky"—one of the stars of "One Hundred and One Dalmatians"—specially created for this promotion by Gund. Every promotion device used to sell the premium sells "One Hundred and One Dalmatians"!



TV spots beaming out from 135 stations in all major markets—a listening, viewing audience potential of 87% of the U.S.

Special Spots on the following National Network TV shows:

1. "Concentration", NBC Network—Hugh Downs, M.C.
2. "Truth or Consequences", NBC Network
3. "It Could be You", NBC Network
4. "Queen for a Day", ABC Network
5. "Charge Account", Jan Murray, M.C.
6. "About Faces", ABC Network



SPECIAL MENTION

on millions of Friskies Dog Food labels will reach homes of hundreds of thousands of dog owners . . . remind them and their children of "One Hundred and One Dalmatians"!

LIFE ad in full color reaching an estimated readership of over 33,064,500!



STORE DISPLAYS

in estimated 10,000 grocery stores—big colorful posters—point of sale shelf talkers—will attract still more attention to "One Hundred and One Dalmatians".

YOU can help make this important promotion pay off in better attendance . . . bigger ticket sales at your theater by cooperating fully with the Carnation representative in your district. His name and address is listed below. Contact him soon.

THE CARNATION COMPANY

EAST CENTRAL DIVISION
Charleston 1, West Virginia
Gomer D. Smail
Dickens 3-7654
Cincinnati 11, Ohio
T. F. Crull
Montana 1-1103

Cleveland 29, Ohio
B. G. Gerecke
Shadyside 9-1638
Pittsburgh, Pa.
L. Johns
Churchill 1-3300

Southfield, Michigan
R. M. Jessel
KE 3-6551
Indianapolis, Ind.
R. L. Owen
Walnut 6-5436

SOUTH CENTRAL DIVISION
Denver 11, Colorado
D. B. Shelander
Genesee 3-6444
Kansas City, Missouri
L. E. Abramson
Victor 2-2227

St. Louis, Missouri
A. C. Becks
Geneva 6-1128
Omaha 32, Nebraska
L. R. Schmelzer
Regent 8-044

WEST CENTRAL DIVISION
Oak Park, Illinois
R. S. Bashaw
Columbus 1-6642
Milwaukee 10, Wisc.
E. J. Plesa
Hilltop 5-3422

St. Paul, Minnesota
E. G. Albert
Midway 6-8631
EASTERN DIVISION
New York 1, New York
J. W. Roberts
Longacre 5-1731

Richmond 25, Virginia
Wallace E. Stanley
Belmont 3-1628
Boston 16, Massachusetts
H. J. Lussier
Hancock 6-3538

Baltimore 1, Maryland
J. G. Funston
Lexington 9-4355
Syracuse 2, New York
S. J. Bell
Harrison 2-2391

Friskies OFFERS YOU WALT DISNEY'S "LUCKY" PUP

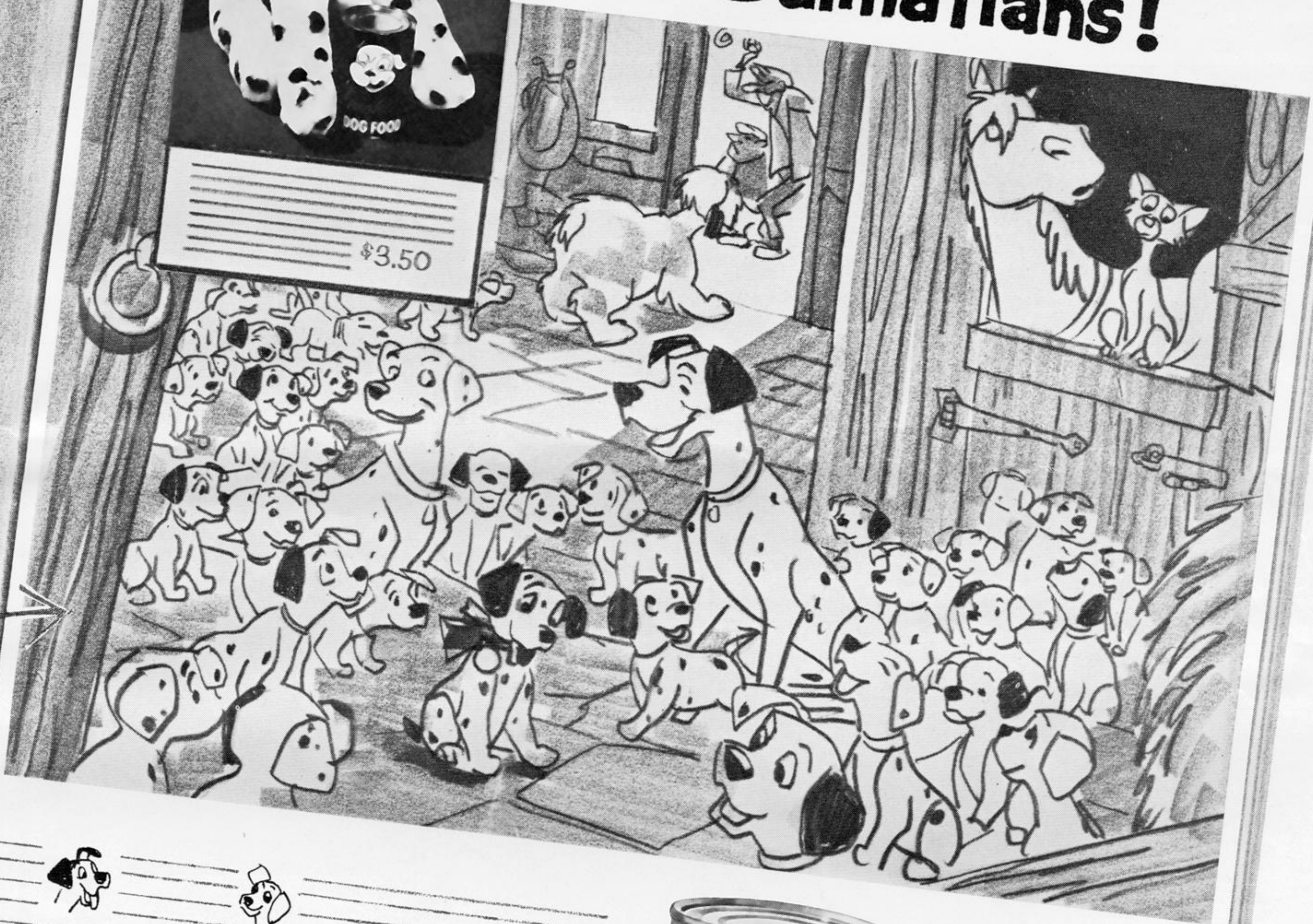
THE FRISKY PUPPY STARRING IN WALT DISNEY'S NEW FEATURE LENGTH CARTOON

One Hundred and One Dalmatians!



DOG FOOD

\$3.50





©mation.

ONE HUNDRED AND ONE DALMATIANS

Keep your dog frisky with Friskies

At pressbook press time, the finished art of the above ad was not available—this is a rough version of the full page, four color LIFE ad.

DISTRICT MANAGERS LIST

- | | | | | | | | |
|---|--|---|---|--|--|--|---|
| <p>New York 1, New York
W. B. Boardman
Longacre 5-1732
Philadelphia 4, Pa.
K. A. Calhoun
Evergreen 6-1616</p> | <p>SOUTH EAST DIVISION
Atlanta 5, Georgia
F. M. Lupy
Cedar 7-6376
Birmingham 8, Alabama
R. E. Williams
State 1-2663</p> | <p>SOUTH WEST DIVISION
Dallas 1, Texas
H. W. Sparks
Riverside 7-8484
Houston 1, Texas
J. H. Heerwagen
Jackson 3-3661</p> | <p>Memphis, Tenn.
C. C. Perry
3355 Poplar Ave.
Fairfax 7-2672
New Orleans 2, La.
Charles F. Dawkins
MA 2203</p> | <p>Oklahoma City 3, Okla.
Paul H. Hopkins
Central 2-5271
Phoenix, Arizona
Morris Faulkner
Anhurst 4-4668</p> | <p>WESTERN DIVISION
A. E. Peterson
Los Angeles 3, Calif.
Adams 4-9041
Oakland 23, Calif.
P. G. Withers
Glencourt 1-7942</p> | <p>Salt Lake City 1, Utah
M. E. Wright
Empire 3-9604
Spokane 1, Wash.
S. L. Batt
Ta 8-4200</p> | <p>Portland 9, Oregon
J. E. MacDonald
Ca 7-5681
Seattle 4, Wash.
W. R. Barr
Main 3-0570</p> |
|---|--|---|---|--|--|--|---|

COORDINATED MERCHANDISING CAM

Big Impact of Tremendous National Promotion of Sensational



PLUSH TOYS—hand puppets, sleeve puppets, stuffed plush toys. Retail price 99c • \$5.98.
GUND MANUFACTURING CO.,
200 Fifth Avenue, New York 10, N. Y.



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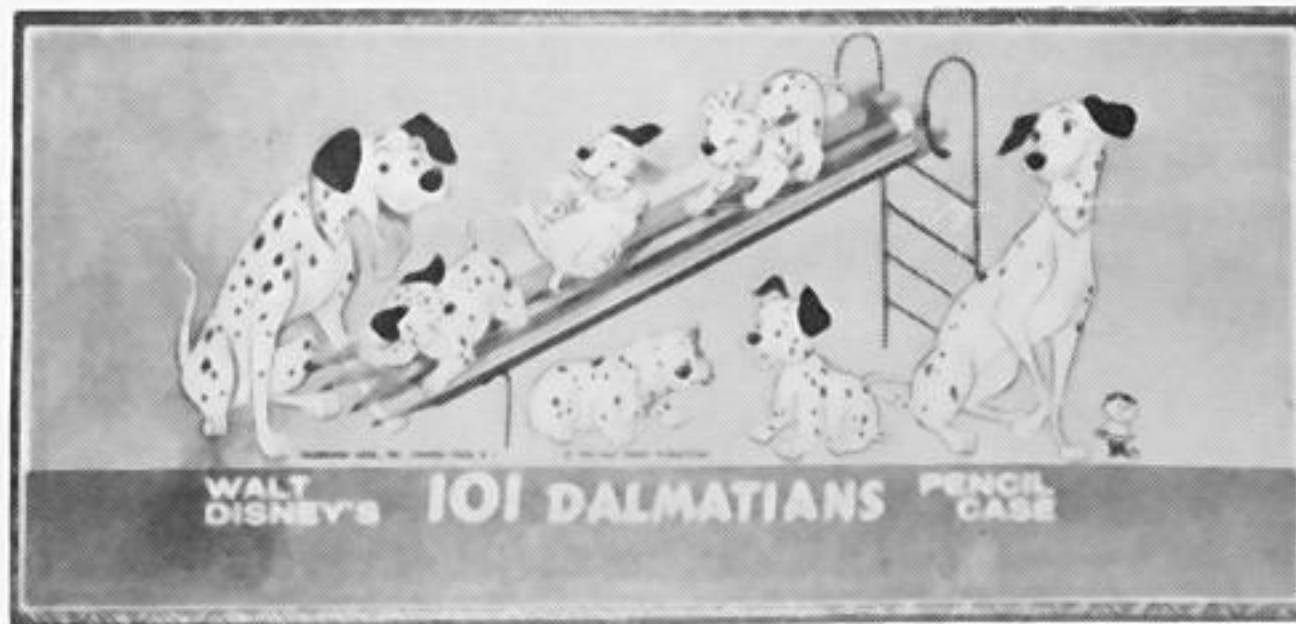


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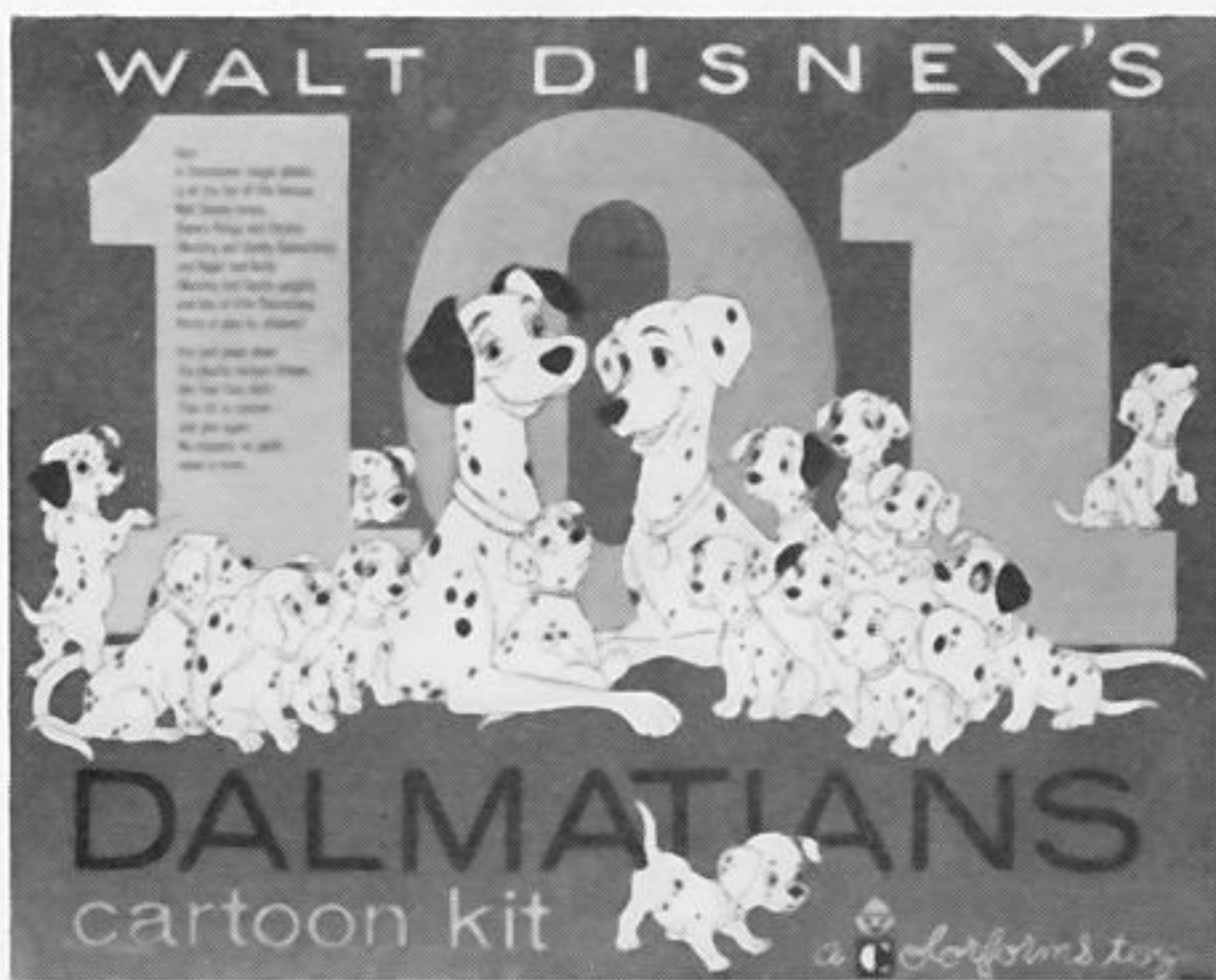


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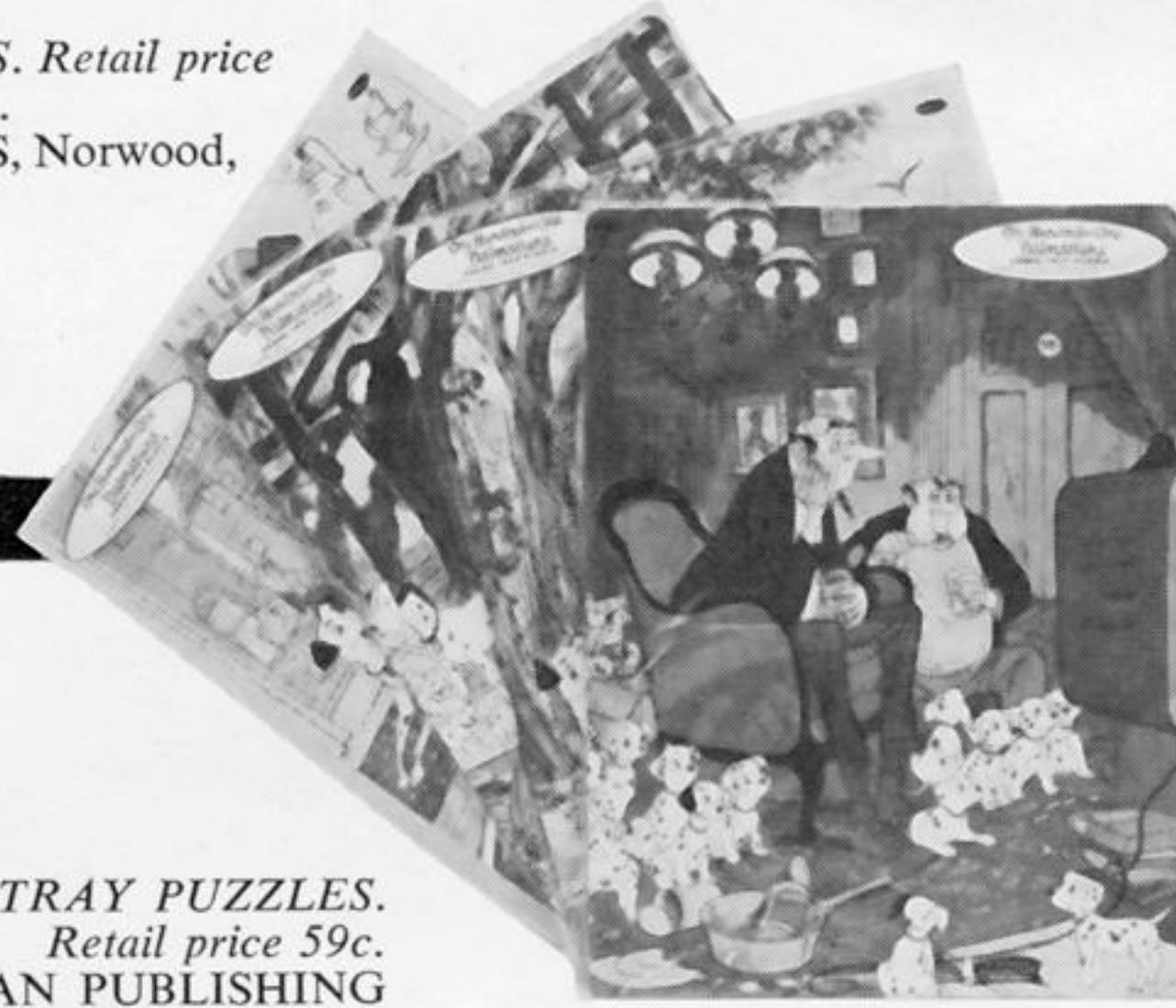


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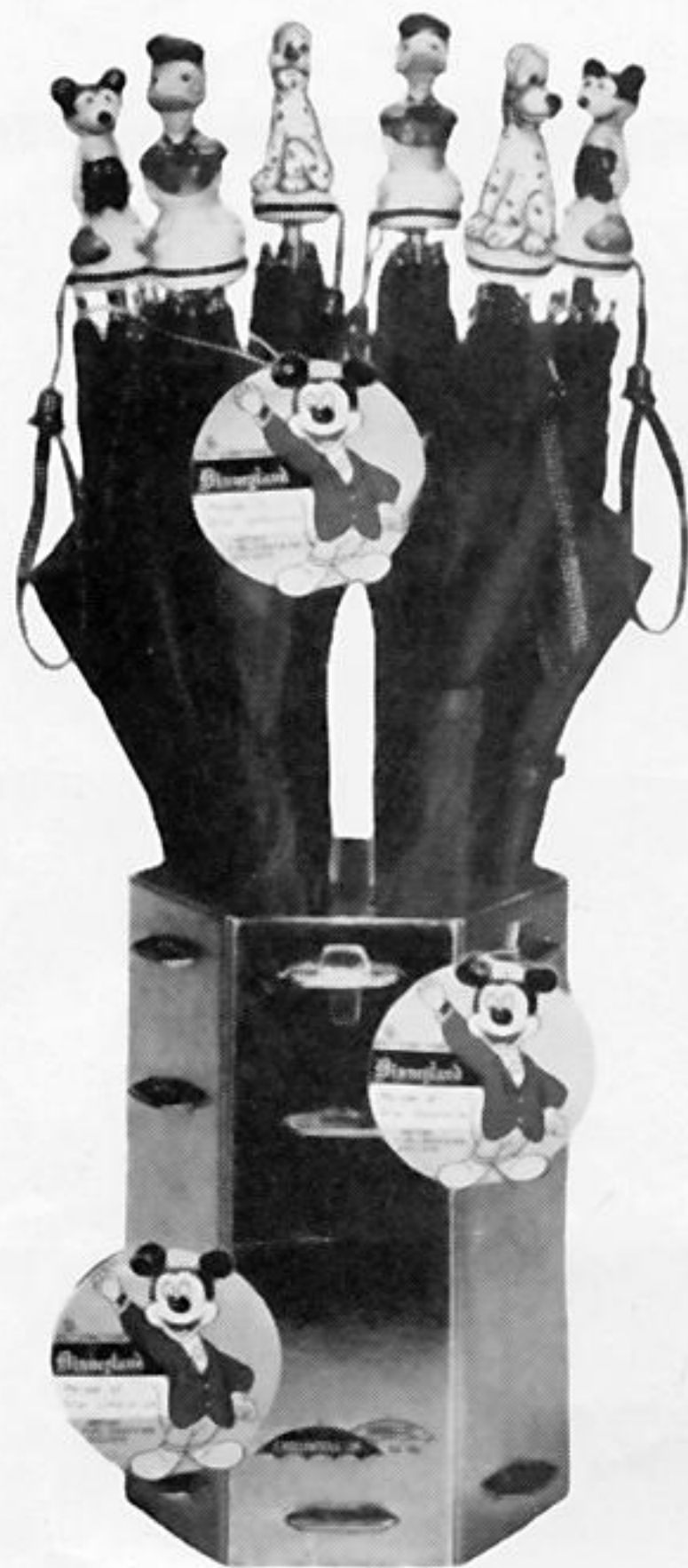


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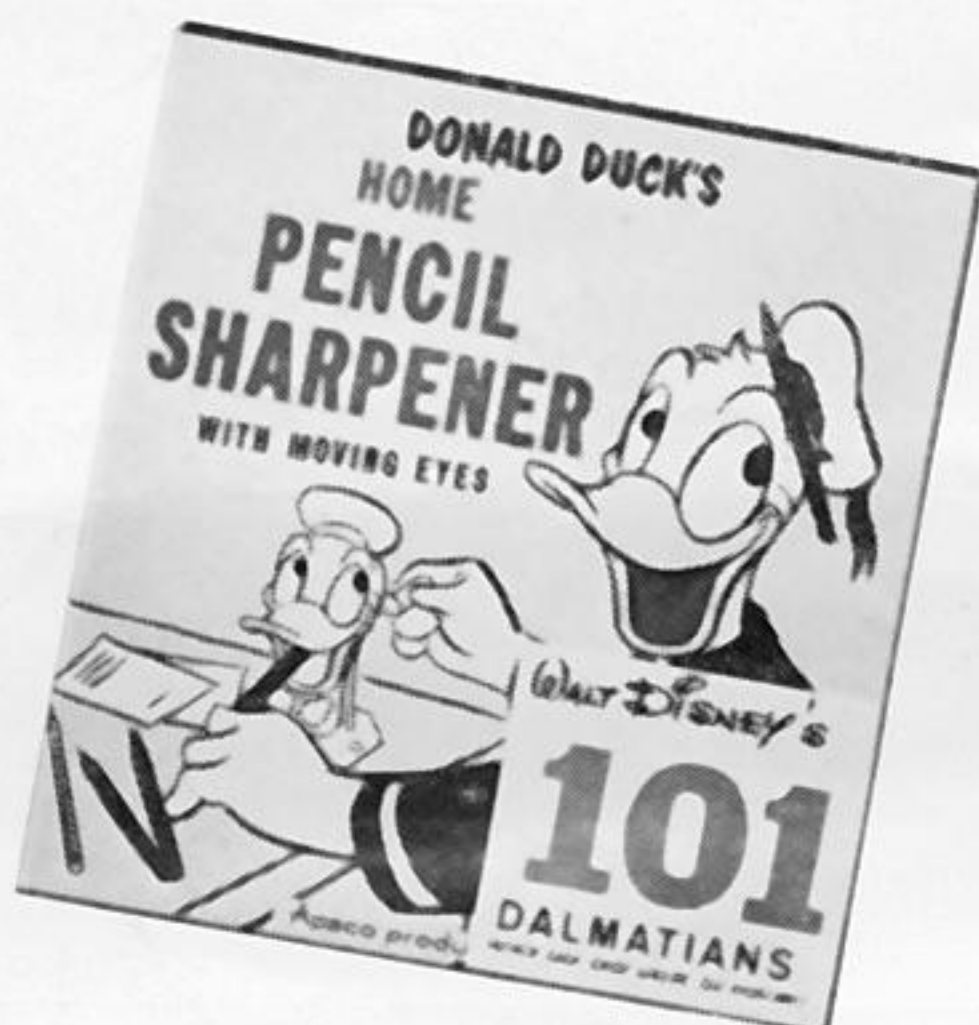
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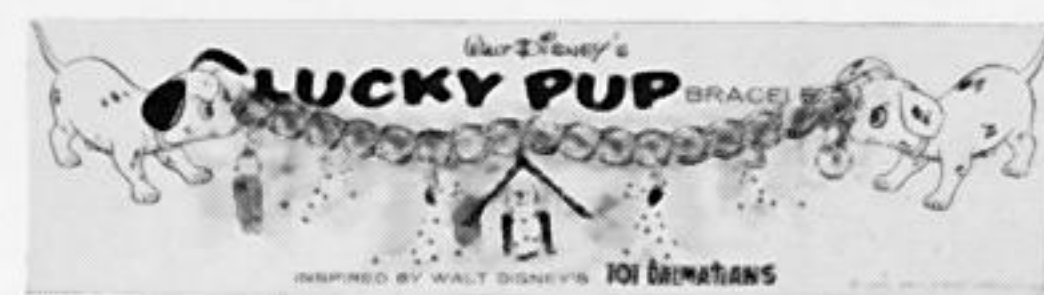


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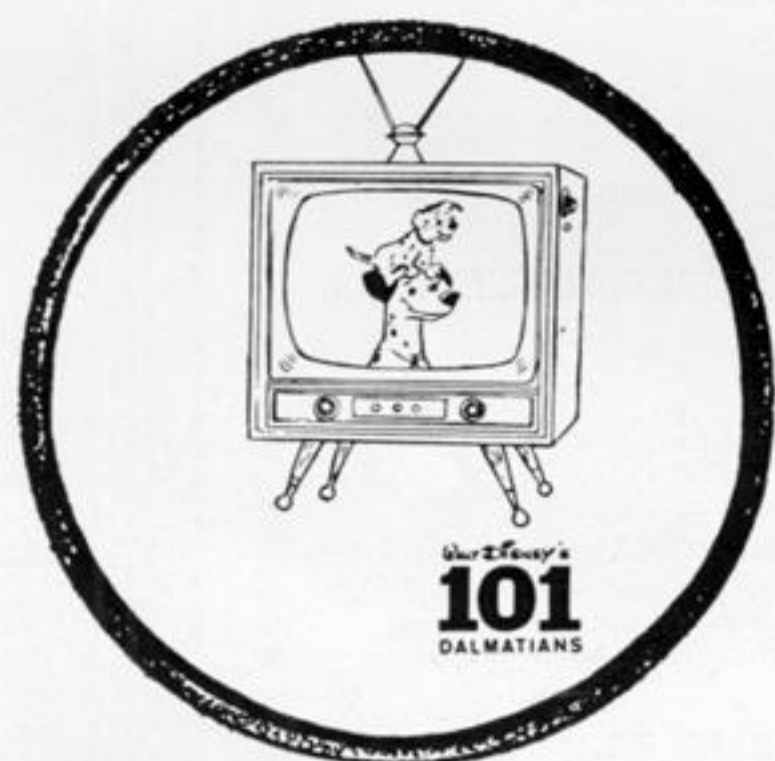
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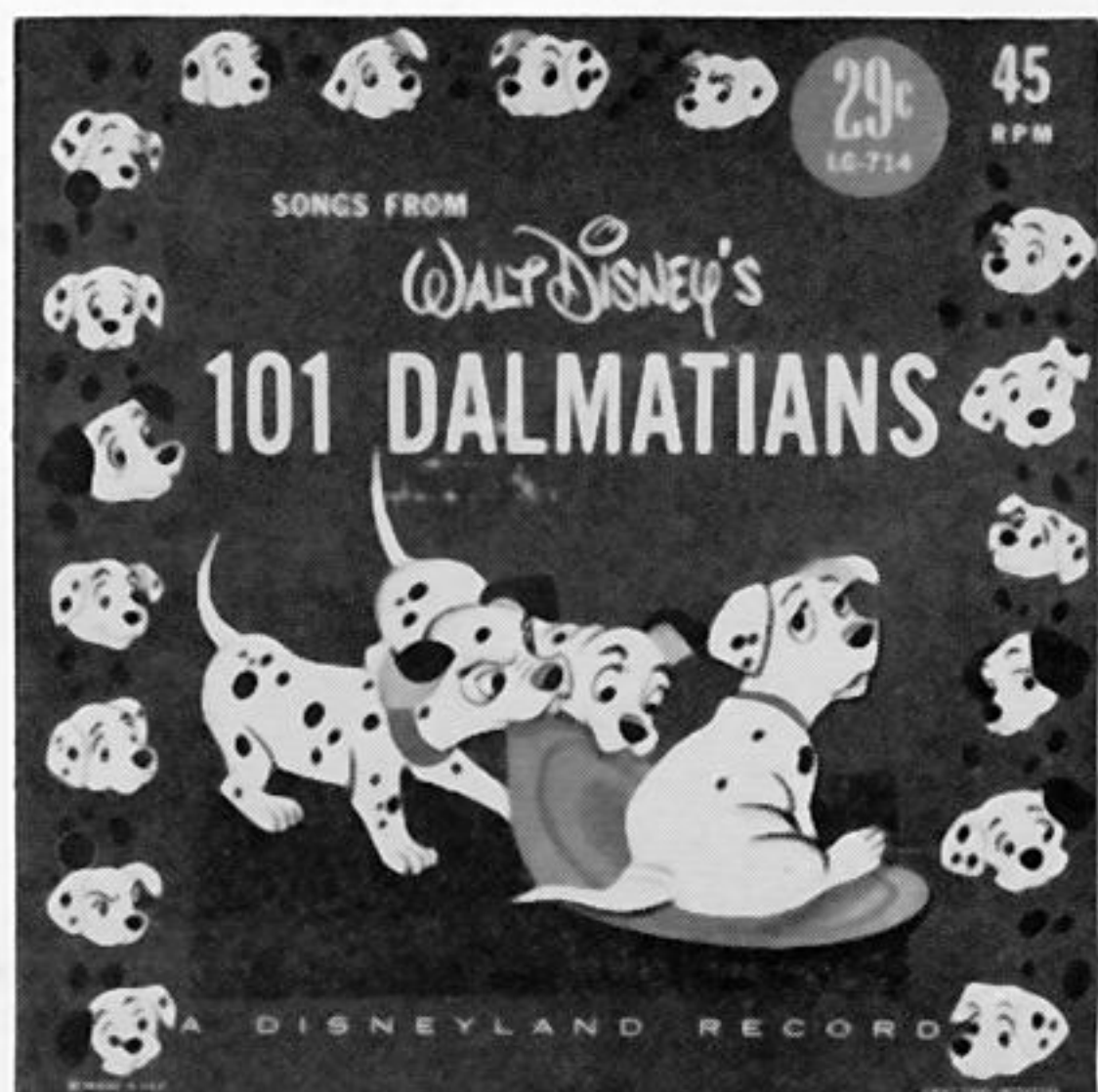


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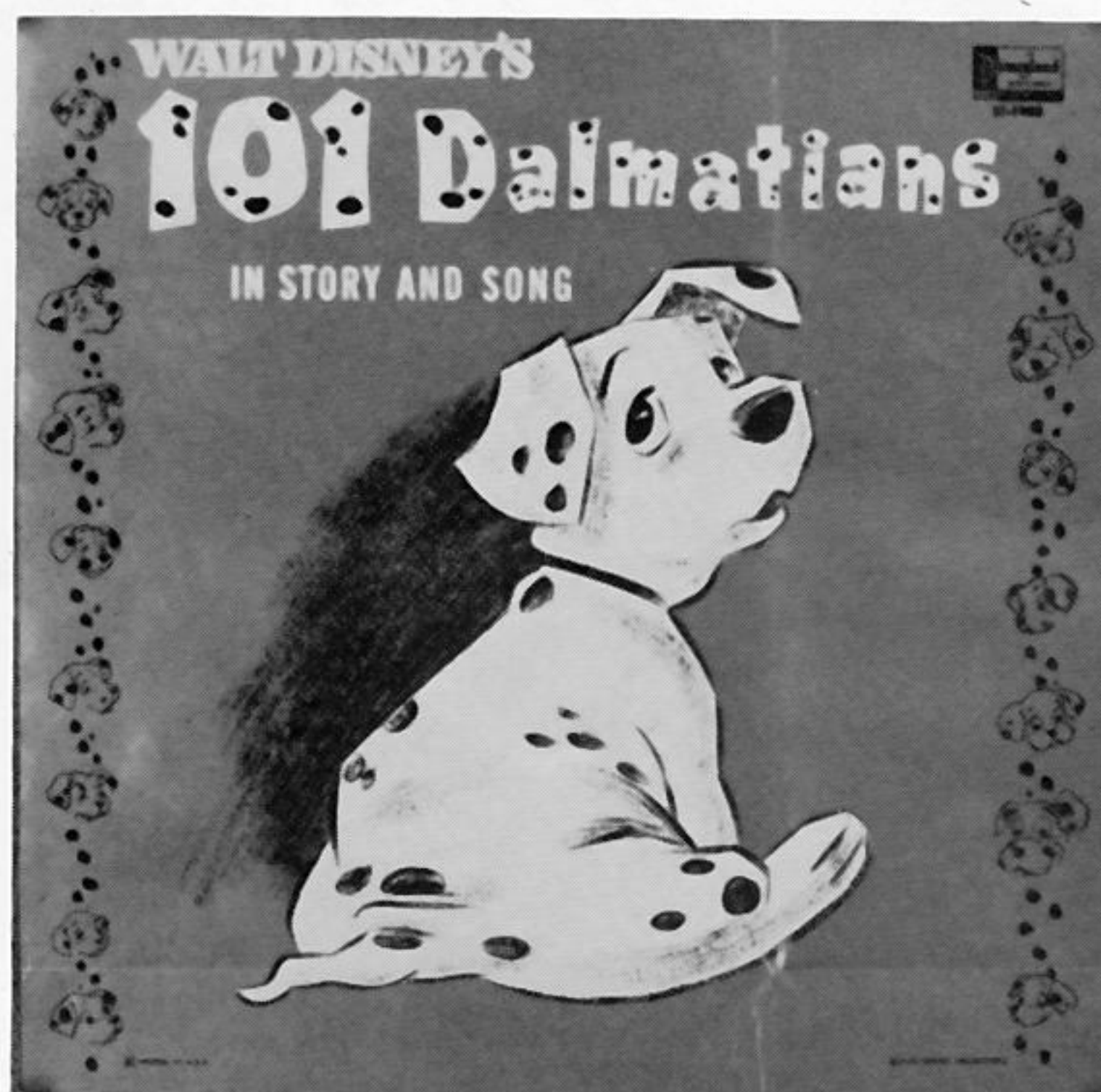
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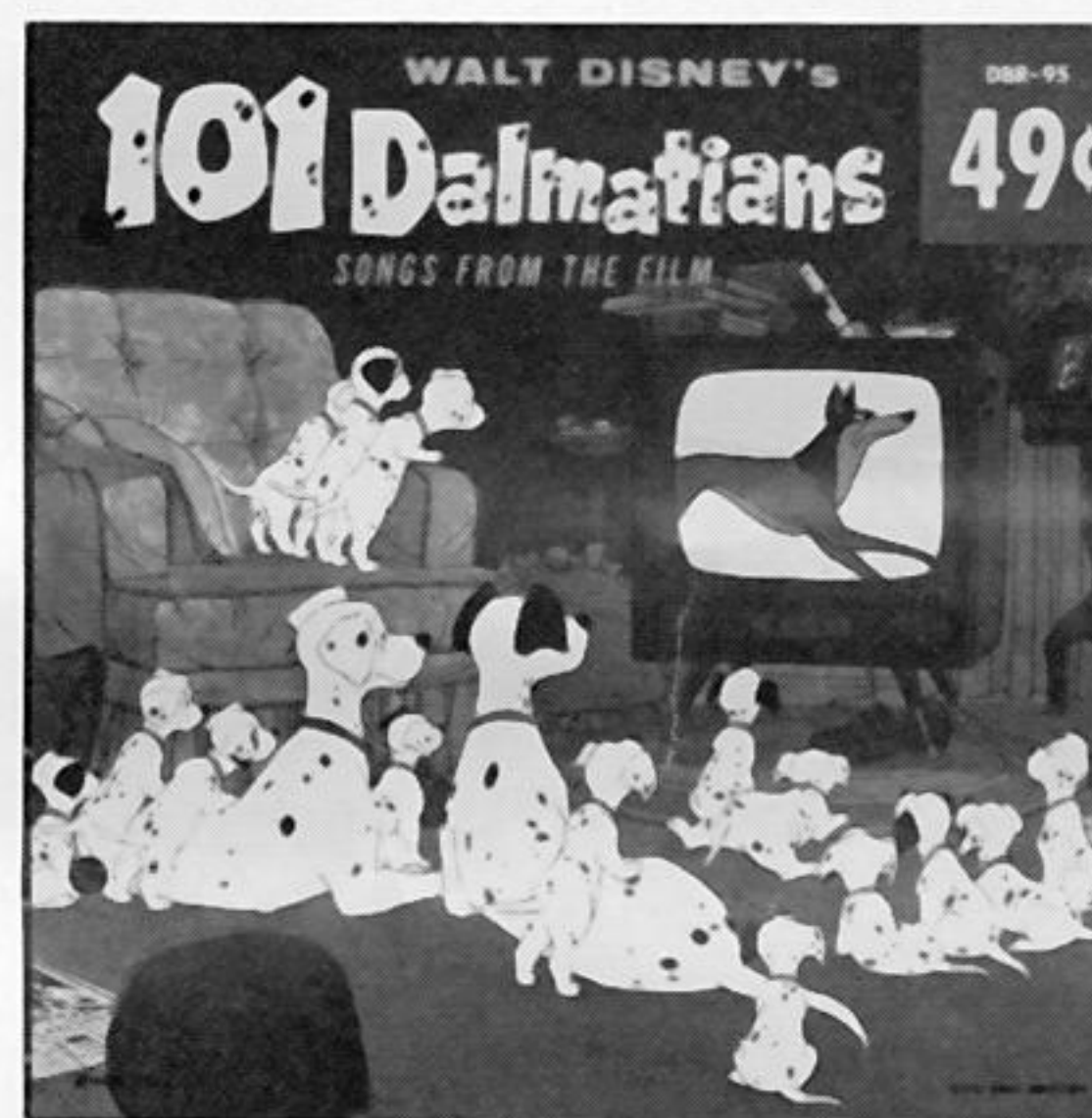
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In Story and Song . . . The Story told by fat puppy, Rolly, and Songs using voices from the original cast. A gay, musical "sell" of a hilarious romp of Dalmatians.



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Seaboard Distributors, Inc.
312 Broadway
Bernie Mitnick (HOBart 2-5361)

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Summit Distributors, Inc.
1345 Diversey Parkway
Jack White or
Seymour Greenspan (BI 8-3621)

EL PASO, TEXAS
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309 S. Sante Fe St.
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Keyline Distributors
118 10th St., North
Herb Sandel (Federal 5-7875)

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1919 North 16th St.
Margo Grover (ALpine 2-4013)

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Southland Distributing Co.
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Gene Catherman or
Gwen Kessler (TRinity 3-2081)

CINCINNATI, OHIO
State Record Distributors
140 West 5th Street
Mel Herman (DU 1-1563)

HONOLULU 17, HAWAII
Microphone Music Co.
1244 College Walk
Kenneth K. Kaizawa (502-188)

NASHVILLE, TENNESSEE
Music City Record Dist., Inc.
127 Lafayette Street
Hutch Carlock (AL 5-7315)

PITTSBURGH 19, PA.
Astor Records, Inc.
1711 Fifth Avenue
Herbert S. Cohen (Grant 1-3555)

BALTIMORE 1, MARYLAND
Marshall Enterprises
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Manny Goldberg (Plaza 2-2957)

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Art Freeman (Main 1-4547)

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William Rolf (JACKson 5-2155)

SALT LAKE CITY, UTAH
Great Western Record Dist. Corp.
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1364 South Second West
Ray Peterson (IN 7-9421)

BILLINGS, MONTANA
Central Distributing Co.
P.O. Box 1938
Marion Massick (CH 5-3054)

DALLAS 7, TEXAS
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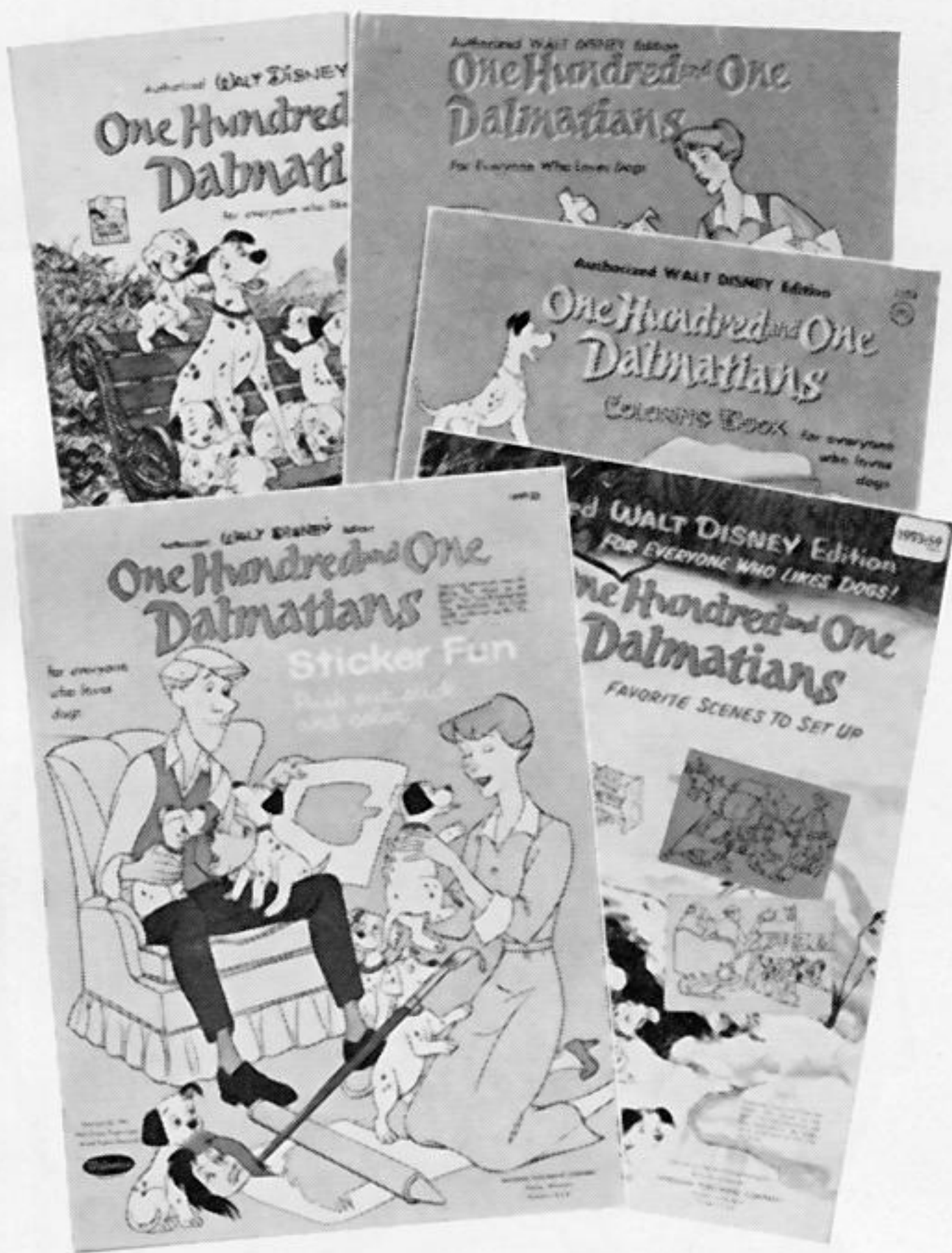
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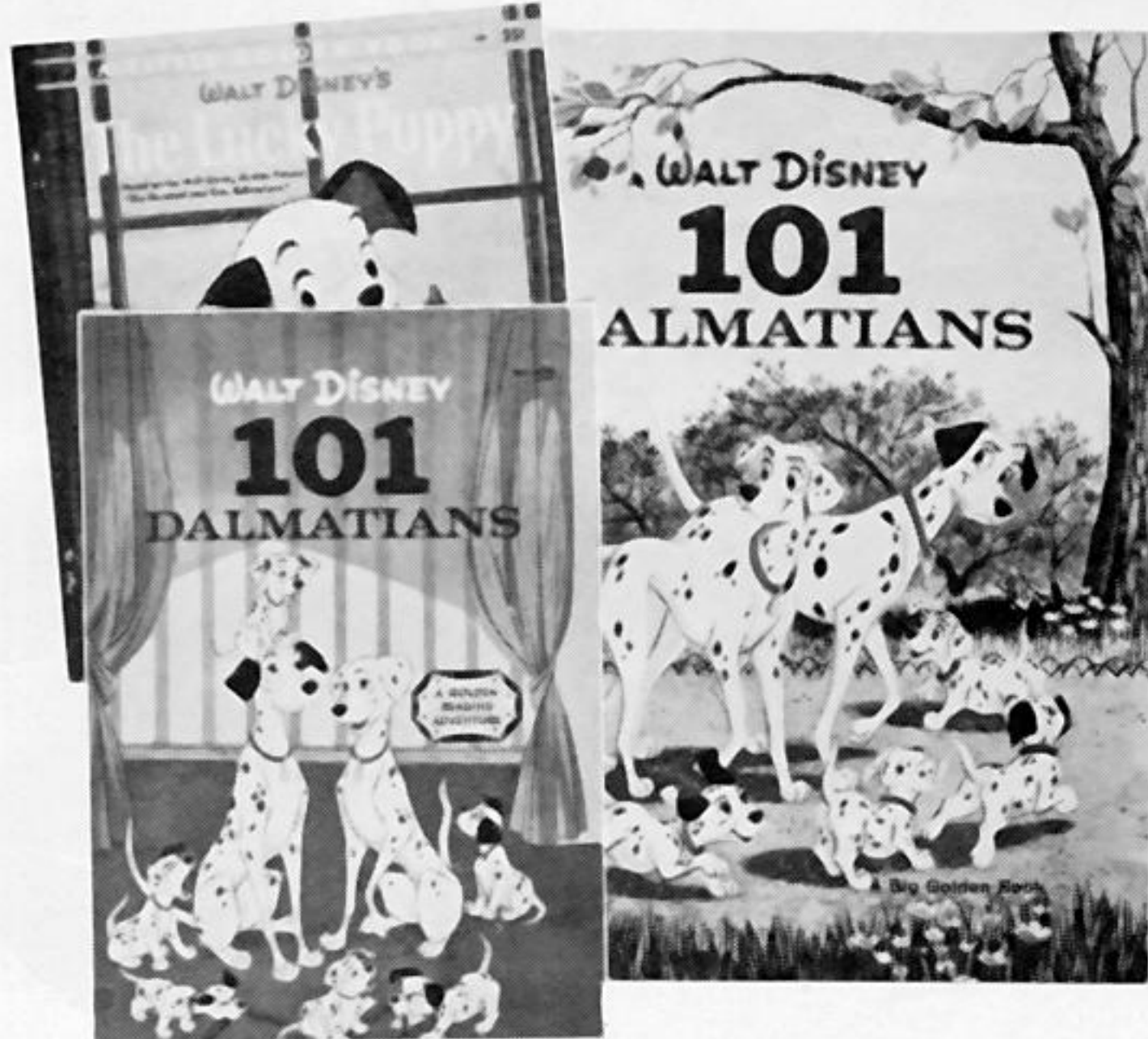
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\$1 MAGIC COLOR AND WIPE-OFF BOOK

Complete with 5 Magic Crayons and a Stylus.



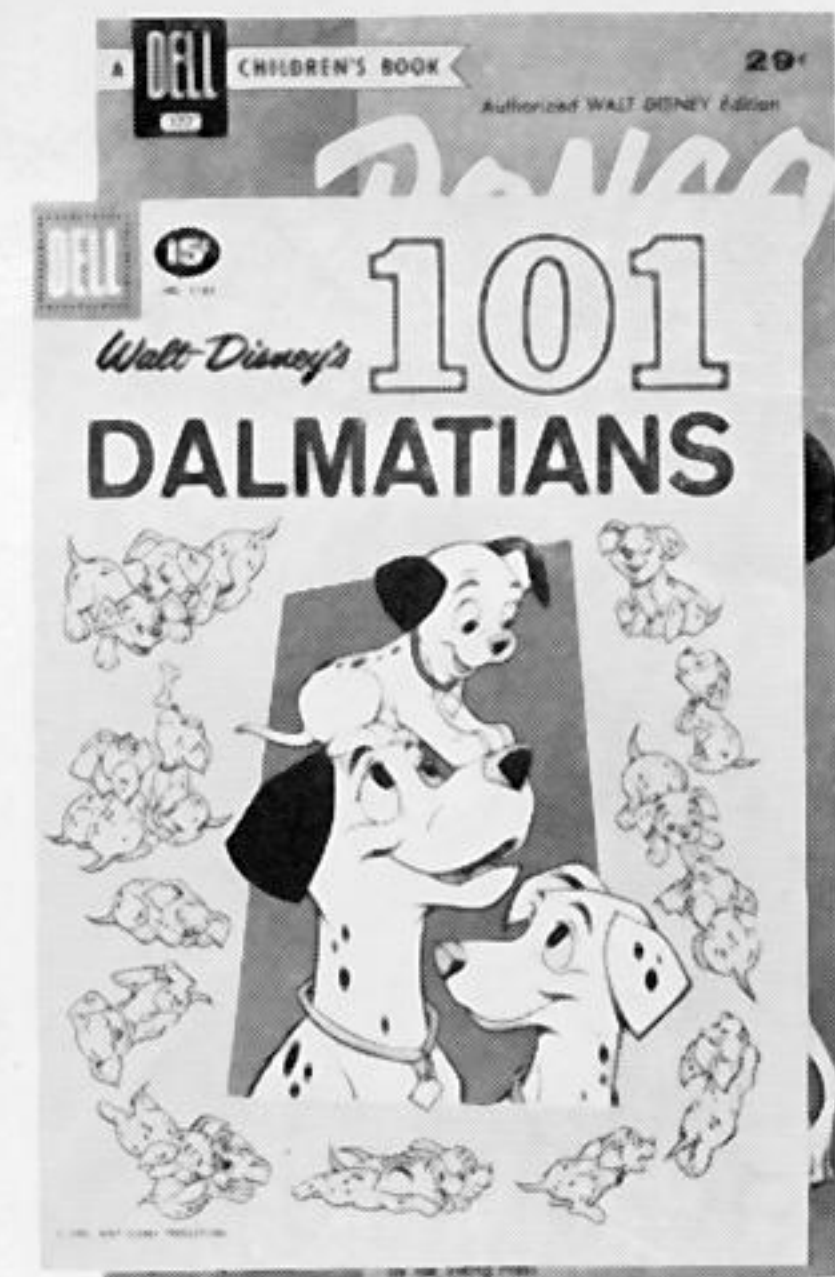
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Sunday Color Comic Series presented by **King Features Syndicate**—in full color. Published in 55 principal-city newspapers. Read by more than 40,000,000 Disney fans!

COLORING CONTEST—Always a Big Hit with the Kids and a most inexpensive and effective promotion stunt. Print your name and playdate on the back and distribute the "Contest Herald" as advance hand bills at the theatre, through schools and through merchandising tie-ups at leading stores. *In addition to merchandising tie-in prizes offer theatre tickets to winner. Arrange for contestants to submit their colored-in copies to your theatre or to tie-in merchandisers.*



MAT-DAL-C.C.-1

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3-WAY Promotion with this Newspaper full-page co-op ad that is proven sure-fire exploitation. For your THEATRE it's extra advertising for "Dalmatians" off the amusement page. For local STORES it gives big display for nominal cost. For the NEWSPAPER it attracts greater reader interest. Contact your stores and newspaper ad dept. Get set early with this powerful punch! DO IT NOW!

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Suggested Headline Copy:
Special Sale Saluting Walt Disney's "One Hundred And One Dalmatians"
and presenting ONE HUNDRED AND ONE GREAT VALUES!


WALT DISNEY'S
 NEW ALL-CARTOON FEATURE
One Hundred and One Dalmatians
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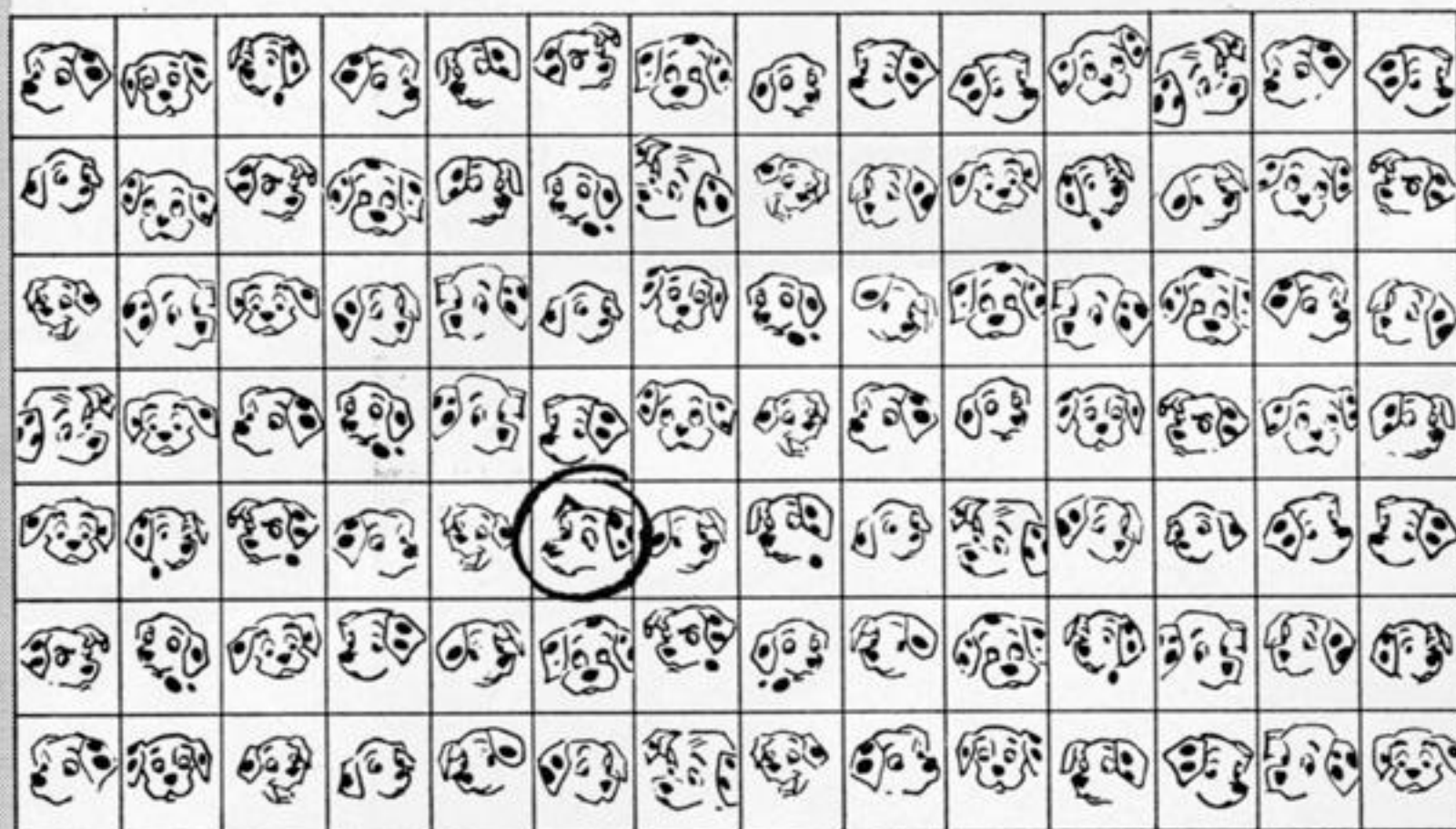
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Here are 101 DALMATIANS — Count 'Em — 101 DALMATIANS
CAN YOU FIND THE TWIN PUP TO THIS ONE? 



See Them All In **Walt Disney's** New All-Cartoon Feature

One Hundred and One Dalmatians

© WALT DISNEY PRODUCTIONS TECHNICALOR

SOON AT
THEATRE

SCHOOL PROMOTION

Print this Twin Puppy contest on heralds and distribute at schools and wherever kids' articles are sold. Give theatre tickets or promoted merchandise for prizes. The circle on this pressbook illustration indicates the correct puppy.

Order 4 Col. Mat

No. DAL-CC-2

from

NATIONAL SCREEN SERVICE

SEARCH FOR A DALMATIAN

TOUR THE CITY with a mobile radio truck from a local radio station in a stunt to locate a Dalmatian dog. An announcer on the truck should give a running commentary on various other breeds of dogs that are found, and a large score board should indicate how many other breeds are found in proportion to the Dalmatian. Award prizes to the owners of the first Dalmatians found.

STYLE SHOW

The new Walt Disney Feature, "One Hundred and One Dalmatians," has inspired a new design for a variety of fabrics used for women's wearing apparel, purses, bedspreads and many other items. Contact local stores for a style show or a window display, tying-in the dashing new styles with your theatre and date for a promotion that will attract the ladies.

SPOTS ALL OVER TOWN

For a street contest, stencil spots at street corners all over town. The winning contestant must submit the total number of spots and list their locations.

SPOT CLEANING

Tie-up with a dry cleaning chain with this sales slogan: "We may not be able to take the spots out of Walt Disney's 101 Dalmatians, but please give us a chance with your clothing."

WINDOW DISPLAYS

"101"—A FIGURE TO BARGAIN WITH— Suggests tie-up with merchants for a display of 101 bargains. No retailer can afford to pass up this opportunity to have bargain-hungry women in front of his window for half an hour studying the value of the same sale items. Window sign should read: "Every Item on Sale Inside. "One Hundred and One Dalmatians" on Display at the Strand."

A WINDOW CONTEST for any merchant. Fill the window with spots, the object of the contest being for the contestant to add up all the spots, with the person closest to the correct total getting a merchandise prize.

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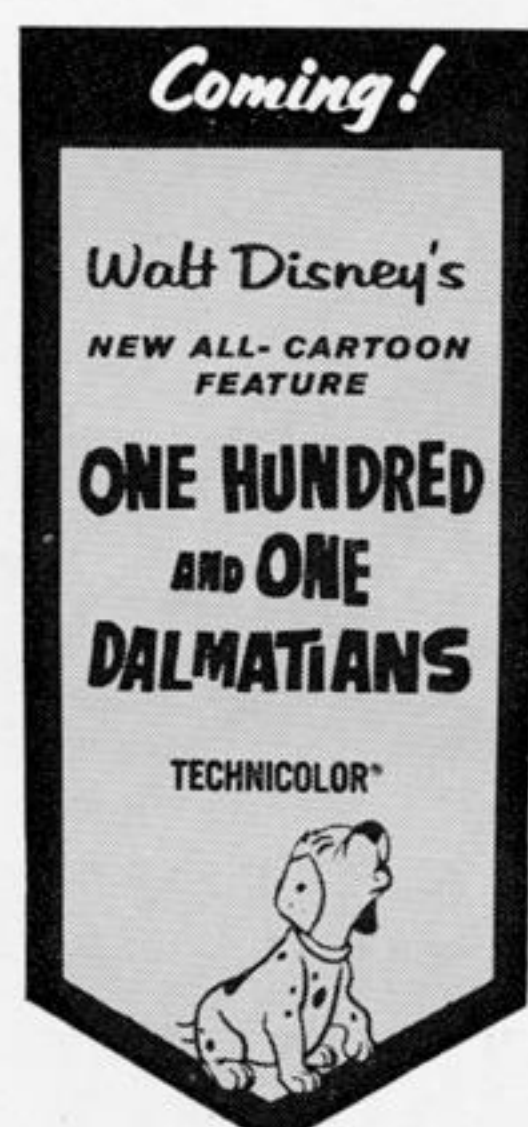
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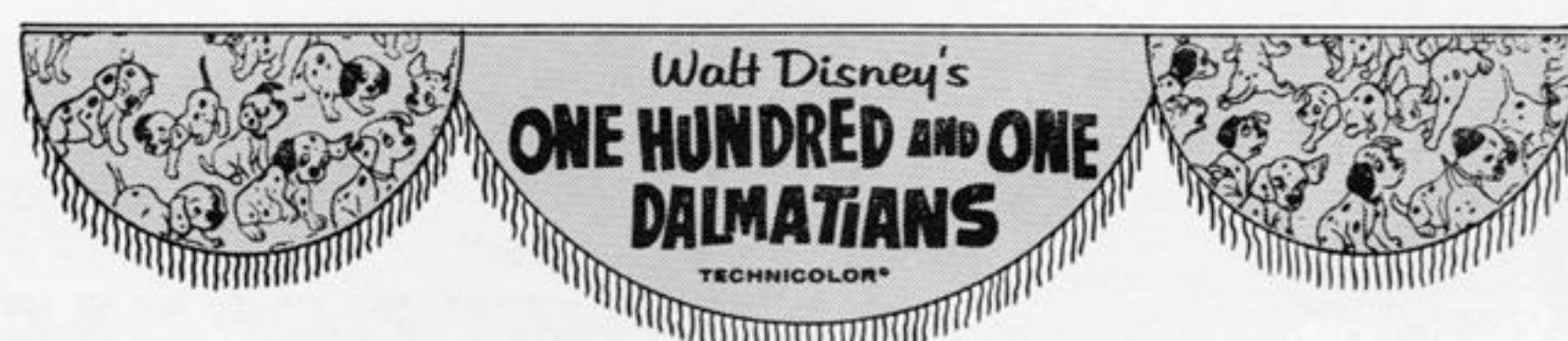
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ONE HUNDRED AND ONE DALMATIANS
TECHNICALOR



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WALT DISNEY
Presents
"ONE HUNDRED AND ONE DALMATIANS"
Technicolor®

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Rod Taylor	Ben Wright
J. Pat O'Malley	Cate Bauer
Betty Lou Gerson	Dave Frankham
Martha Wentworth	Fred Worlock
Lisa Davis	Ramsay Hill
Tom Conway	Sylvia Marriott
Tudor Owen	Queenie Leonard
George Pelling	Marjorie Bennett
Micky Maga	Thurl Ravenscroft
Barbara Beard	Bill Lee
Mimi Gibson	Max Smith
Sandra Abbott	Bob Stevens
Paul Wexler	Helene Stanley
Mary Wickes	Don Barclay
Barbara Luddy	Dal McKennon
Lisa Daniels	Jeanne Bruns

PRODUCTION SUPERVISOR—Ken Peterson

SOUND SUPERVISOR—Robert O. Cook

FILM EDITORS—Donald Halliday · Roy M. Brewer, Jr.

MUSIC EDITOR—Evelyn Kennedy

SPECIAL PROCESSES

Ub Iwerks, A.S.C. · Eustace Lycett

MUSIC—George Bruns

ORCHESTRATION—Franklyn Marks

SONGS—Mel Levin

STORY

Bill Peet

Based on the Book

"The Hundred and One Dalmatians"

By Dodie Smith

ART DIRECTION AND PRODUCTION DESIGN

Ken Anderson

DIRECTORS

Wolfgang Reitherman · Hamilton S. Luske · Clyde Geronimi

LAYOUT

Basil Davidovich · McLaren Stewart · Vance Gerry · Joe Hale

Dale Barnhart · Ray Aragon · Duck Ung · Homer Jonas

Al Zinnen · Sammy June Lanham · Victor Haboush

COLOR STYLING—Walt Peregoy

BACKGROUND

Al Dempster · Ralph Hulett · Anthony Rizzo · Bill Layne

LAYOUT STYLING

Don Griffith · Erni Nordli · Collin Campbell

CHARACTER STYLING

Bill Peet · Tom Oreb

DIRECTING ANIMATORS

Milt Kahl · Frank Thomas · Marc Davis

John Lounsbery · Ollie Johnston · Eric Larson

CHARACTER ANIMATION

Hal King · Les Clark · Cliff Nordberg · Blaine Gibson

Eric Cleworth · John Sibley · Art Stevens

Julius Svendsen · Hal Ambro · Ted Berman · Bill Keil

Don Lusk · Dick Lucas · Amby Paliwoda

EFFECTS ANIMATION

Jack Boyd · Dan MacManus · Ed Parks

Jack Buckley

RUNNING TIME: 80 MINUTES

Distributed by BUENA VISTA DISTRIBUTION CO., INC.

"One Hundred and One Dalmatians"
Promises to Be Walt Disney's Most
Sophisticated Animated Film Feature

WALT DISNEY'S newest animated feature, "One Hundred and One Dalmatians," promises to be the funniest, most exciting and, at the same time, most sophisticated of all the cinematic storyteller's animated films.

Based on the popular comedy-fantasy novel by Dodie Smith, the Disney film is the tale of a song writer, his wife and their pet Dalmatians who live through hilarious adventures trying to raise their family of puppies. Production of the widescreen-Technicolor film began three years ago, with Xerox, a new electronic process developed by the Disney Studio to reproduce the artists' original drawings in their exact style and context, being used for the first time.

In the past, when the animators' drawings were ready to be photographed for the final film, the drawings were outlined with pen and ink on sheets of transparent celluloid and then photographed. The Xerox process now makes it possible for the original drawings to be painted and photographed, thus eliminating the intermediate steps of inking.

Better character expression and dramatic effect are thus achieved, due to the fact that the audience is exposed to the artists' untouched concept of the characters and action.

More than twenty-four actors and actresses, speaking behind the scenes, were used to give vocal life to the varied and assorted dogs and other animals which play vital roles in Disney's tale.

A hundred and twenty-five artists and animators brought the characters to life on their drawing boards and, over a three year period, produced over 7,000,000 black spots to give the Dalmatians coats to wear in 113,760 frames of finished film.

Buena Vista is releasing "One Hundred and One Dalmatians."

"101 Dalmatians" Music
Is Bright, Energetic
As Disney's Cartoon

Some of the brightest and most energetic music in motion pictures has gone into the score and songs for Walt Disney's feature cartoon comedy, "One Hundred and One Dalmatians."

The tune George Bruns has written for the score, "Playful Melody," sums up the mood and attitude of the entire picture. The Bruns score is full of color. It runs the gamut of musical effects, from the heavy dramatic to jazz and the mailing-tube "bleeps" behind the spot-hopping titles.

Three songs in the picture, words and music by Mel Levin, are "Cruella De Ville," sung by Jeanne Bruns and Bill Lee, "Dalmatian Plantation," again sung by Mrs. Bruns and Mr. Lee, and the "Kanine Krunchies Kommercial" sung by Lucille Bliss.

"Cruella De Ville" is a blues number describing the character and craftiness of a human heavy who makes a practice of stealing puppy dogs for the fur coats their tender hides will make.

The "Kanine Krunchies Kommercial" is a cute ditty that emanates from a television set during a homey family scene, while "Dalmatian Plantation" is the story of a man who finds himself with 101 Dalmatians on his hands at the end of the picture.

Another tune, "Remember When," by Franklyn Marks, goes behind the piano-playing scene that opens the picture in the bachelor apartment of Pongo, the dog hero, and his human pet, Roger Radcliff.



Mat-DAL-1A

PONGO'S PET . . . Roger thinks he is his dog's master, but such is not the case. Life is seen through the eyes of a dog in "101 Dalmatians," the Walt Disney feature in Technicolor, based on the novel by Dodie Smith. Released by Buena Vista.

Walt Disney Tells Why
Dogs Bark at Twilight

Anyone who feels bothered by the constant barking of dogs some night or other should not knock it, or the dogs either.

He might just be listening in on a harrowing rescue operation via a Scotland Yard type of signal system known in dogdom as the "Twilight Bark."

You get the inside on it in Walt Disney's brand new \$4,000,000 Technicolor feature, "One Hundred and One Dalmatians," wherein all the dogs of England set up such a long-distance, overland hue and cry that the kidnapping of 99 Dalmatian puppies is finally thwarted.

"One Hundred and One Dalmatians," based on a widely read book by Dodie Smith, is the funniest and most sophisticated cartoon feature ever produced by the magic of Disney's Burbank studio. Release is by Buena Vista.

Rub Back! Save Pup!

Don't throw that puppy away!

So he isn't breathing the moment he's born. Do like Roger Radcliff does in Walt Disney's wonderful, funny, \$4,000,000 cartoon feature, "One Hundred and One Dalmatians."

Rub him a bit on the back. Chances are, he will be yawning right in your face the next minute.

Another thing. If he is a Dalmatian raring a back full of spots, don't be alarmed if he is only white in the beginning. He will grow spots when he is ready.

"One Hundred and One Dalmatians," in color by Technicolor, is a story of dogs and humans from a dog's viewpoint. Release is by Buena Vista.



Mat-DAL-1B

PONGO LOOKS AT LIFE . . . Walt Disney shows his newest animated cartoon feature through the eyes of man's best friend, his dog, in "101 Dalmatians." It is quite safe to forecast that many dogs will be named "Pongo" after this Buena Vista release in Technicolor gets around.

Dog Lover's Language
In "101 Dalmatians"

When Walt Disney picked the subject for his cartoon comedy feature, "One Hundred and One Dalmatians," he was talking the language of twenty-five million Americans—at least!

That is the figure for dog owners and does not by any means cover dog lovers. All dog owners are dog lovers; all dog lovers are not owners. Their numbers are inestimable.

As might be guessed by the title, "Dalmatians" concerns that spotted variety of man's best friend who followed coaches in the old days and more recently helped the watch at fire stations.

In Disney's wonderful story, they come alive as real persons who keep humans around for laughs and have a doggoned good time about it.

"One Hundred and One Dalmatians," in color by Technicolor, is released by Buena Vista.

The Spots Have "It"

Every one of the one hundred and one Dalmatians in Walt Disney's "One Hundred and One Dalmatians," is covered with spots that have personality. The spots—72 on the male lead—are larger and fewer than on real dogs. But each moves almost imperceptibly, like eyes, changing shapes and positions to give each character proper expression of movement.



Mat-DAL-2A

WHO'S AFRAID? . . . These spotted pups are seasoned TV viewers and know the pirate isn't for real, but they like to fight among themselves. Scene from Walt Disney's Technicolor feature-length cartoon comedy, "101 Dalmatians." Adapted from the Dodie Smith novel, this is the hilarious story of the life of a family of Dalmatians and their human pets, as seen through canine eyes. A Buena Vista release.



Mat-DAL-2B

READY FOR ORDERS . . . When the news reaches them via the "Twilight Bark" of a dognapping, Sergeant Tibbs, the cat, is eager to obey his sheep dog Colonel. The Big Chase is on to rescue "101 Dalmatians" from dognappers who want their hides for fur coats in the Walt Disney feature-length cartoon based on the Dodie Smith novel and produced in color by Technicolor. It's a Buena Vista release.

NEW WALT DISNEY STORY STYLING BRINGS SOPHISTICATION TO DOG CARTOON COMEDY

(Prepared Review)

NOTHING quite like Walt Disney's feature-length comedy-romance, "One Hundred and One Dalmatians," has ever appeared on the theatrical screen before. First of all it is cartoon—Disney style—yet quite unlike any

cartoon, whether feature or short, Disney has ever done before. It veers sharply from the classical mold he has generally held to and assumes a sharp sophistication representing quite a new departure for the Wizard of Burbank.

Basically, the story is about dogs and their human pets, which is nothing new for Disney. He managed this piece of legerdemain in "Lady and the Tramp," for instance. But in "Dalmatians" he and his writer-artists have achieved real sophistication with the humor, as represented in the voice of the "narrator," a decided upper-class English accent.

The voice is presented over the film as that of Pongo, male canine lead, a Dalmatian with imagination. Bored with the bachelor life he and his human pet, Roger Radcliff, are living just off Regents Park, he sets out on a hunt for beauty, both canine and human, that results in a pair of marriages for himself and Roger, plus a litter of fifteen puppies in quick order for Pongo.

The story that follows is one of the funniest, even one of the most dramatic, to come from the Disney Studios. It involves a nationwide hunt via the eerie "Twilight Bark" and easily the best motor chase in the annals of cartooning.

Walt Disney himself produced. Overall animation direction was divided among three of his veteran artists, Wolfgang Reitherman, Hamilton Luske, and Clyde Geronimi.

The excellent art direction and production design was done by Ken Anderson while Bill Peet, humorist and storyman par excellence, adapted the splendid screen story from a book by the English authoress, Dodie Smith.

Both Peet and Tom Oreb were responsible for a wonderful sort of character styling that is brand new to cartooning.

The quick and happy score is by George Bruns, Disney's "Davy Crockett" composer. Mel Leven wrote the three catchy songs, and the orchestration was by Franklyn Marks.

Exact reproduction of the artists' original drawings has been achieved for the first time for any animated feature through an electronic process known as Xerox. Previously, drawings had been transferred to cels and thence to film by hand-copying the original art work.

Release of "One Hundred and One Dalmatians," in color by Technicolor, is by Buena Vista.

Only Top Talents On Walt Disney's Animation Staff

Some of the best talents in the world of animation worked under Walt Disney in the making of his hilarious feature-length cartoon comedy, "One Hundred and One Dalmatians."

Overall direction of some 300 studio artists assigned to the project was divided between Sequence Directors Wolfgang Reitherman, Hamilton Luske and Clyde Geronimi, with animators Milt Kahl, Marc Davis, Ollie Johnston, Frank Thomas, John Lounsbery and Eric Larson handling immediate day-to-day supervision of animation which took nearly three years to complete.

Art direction and production design was by Ken Anderson. Bill Peet adapted the screen story from the book by Dodie Smith, while Peet and Tom Oreb were responsible for the character styling. Walt Peregoy did the color styling. Layout styling was by Don Griffith, Erni Nordli and Collin Campbell. George Bruns did the score. The orchestration was by Franklyn Marks, the songs by Mel Leven.

Twenty-four actors and actresses, speaking behind the scenes, give the dogs and humans their voices on the screen.

"One Hundred and One Dalmatians," in color by Technicolor, is released by Buena Vista.



Mat-DAL-2C

CUPID WEARS SPOTS . . . When Pongo finds the girl Dalmatian he could love he also finds a way to bring his human pet, Roger, into the arms of the right girl. But this is only the beginning of the plotting in "101 Dalmatians," the hilarious new Walt Disney feature-length cartoon comedy, in color by Technicolor, based on the Dodie Smith novel. It's a Buena Vista release.

New Xerographic Animation Presented In Walt Disney's "Dalmatians" Feature

Xerography, a new word in animation and motion pictures, snaps up the action and personalities of the dogs and humans in Walt Disney's brilliantly conceived \$4,000,000 cartoon comedy, "One Hundred and One Dalmatians."

Xerox, as the new process is called, has the effect of transferring every artistic touch laid down by the artists' pencils directly to the screen and thus enormously improving the entertainment values of the animation.

Previously the transfer from talented pencils to film — color by Technicolor, in this case—had been done by girls with pen and ink in hand. Although the girls were artists in their own right, the copying had a tendency to lose a little of the feeling originally imparted by the creators.

Now the ink and paint girls are on the crews of the Xerox cameras.

The Haloid Company of Rochester, New York, inventors of the process, describe it as "a clean, fast, dry, direct positive, electrostatic copying process" which eliminates the need, as well, for a dark-room or an intermediate film negative.

For his Dalmatians feature, Disney has expanded the system and adapted it to his own artistry. Recently Ub Iwerks, the studio's director of technical research, received the Herbert T. Kalmus Gold Medal Award for achievements which included his further development of the Xerography process.

"One Hundred and One Dalmatians" is for release by Buena Vista.



Mat-DAL-1C

DOG STEALER! . . . Horace is for hire for any dirty work, even dognapping Dalmatian puppies to make a fur coat for a bad-hearted woman in "101 Dalmatians," the new Walt Disney Technicolor feature. The animated cartoon is a Buena Vista release.

"101 Dalmatians"

Sure to Be Dog

Fancier's Delight

Walt Disney's fabulous cartoon comedy, "One Hundred and One Dalmatians," will surely be the dog fancier's delight. Most of the popular breeds are represented in the endearing screenplay which is principally centered around two Dalmatians, Pongo and Perdita.

The spectacular lineup includes the Bulldog, Afghan Hound, French Poodle, Sheep Dog, Labrador, Scottie, Great Dane and one of the terrier breed, not to mention a few cows, a horse called "The Captain," Sergeant Tibbs, a fast cat, and Lucy the Goose.

Most of them take part in the fantastic cross-country "Twilight Bark," which the dogs use to track down Pongo's fifteen lost puppies. The dogs do the barking, of course, while the others do the kibitzing in some of the funniest scenes to hit the screen in years.

"One Hundred and One Dalmatians," in color by Technicolor, is released by Buena Vista.

SYNOPSIS

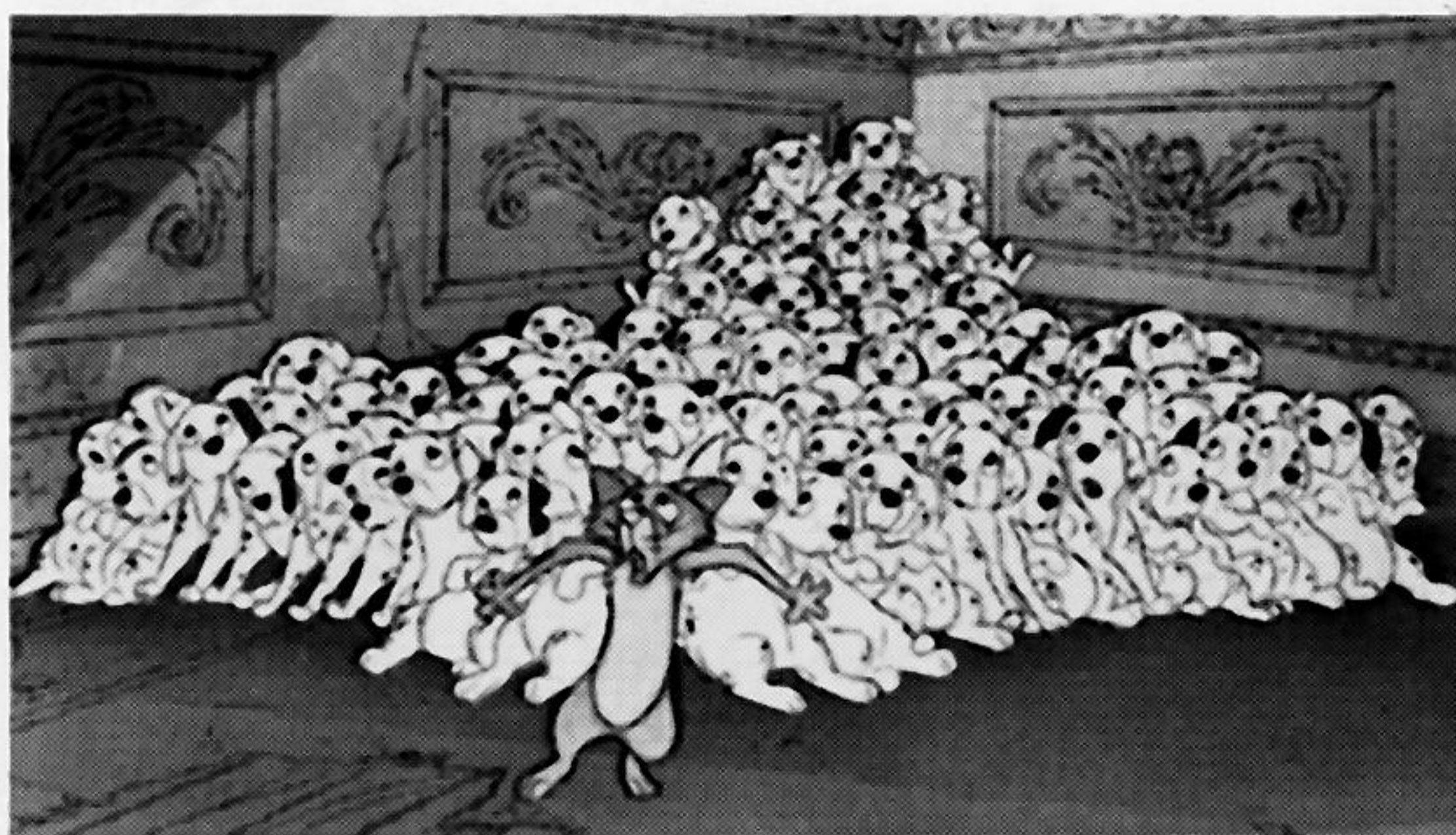
Roger is a bachelor and a song writer of sorts, who naturally believes that he enjoys the ideal way of life. However, Roger's Dalmatian dog, Pongo, is bored with his bachelor existence and decides that it is time for him and his pet to settle down.

Pongo craftily arranges for Roger to meet a lovely young human named Anita. It is love at first sight. Anita's Dalmatian, Perdita, attracts Pongo's eye also and a double wedding takes place.

Evil, however, is afoot in the person of Cruella de Ville, a former schoolmate of Anita's whose present passion is to have a coat made of Dalmatian fur. Thus she impatiently awaits Perdita's first litter, which soon arrives—totaling fifteen puppies!

When Cruella finds that she cannot get the puppies from Anita, she hires two underworld characters to dognap them. All attempts by the police to find the missing puppies fail and Pongo and Perdita turn to the dogs of London via the "Twilight Bark." The message reaches a very shaggy dog colonel living in the hinterlands near the deserted De Ville estate. The colonel and his sergeant, a cat named Tibbs, find the puppies and scores of others kept prisoner. The word is sent back to Pongo and Perdita, and a daring rescue is accomplished.

On Christmas Eve, Roger and Anita are welcomed by one hundred and one Dalmatians who now become members of their family. Roger, finally selling his first song, buys the old De Ville estate and he, Anita and one hundred and one Dalmatians settle down to enjoy life on their Dalmatian Plantation.



Mat-DAL-3A

NINETY AND NINE PUPPIES . . . Precious pets dognapped and destined to be made into fur coats by the villainous Cruella DeVille, human menace in "101 Dalmatians." In this scene from Walt Disney's feature-length cartoon in color by Technicolor, based on the Dodie Smith novel, Sergeant Tibbs, one of the rescue crew, realizes they have been double-crossed . . . and what can one small cat do? The exciting and hilarious Disney feature is a Buena Vista release.



Mat-DAL-1E

NEW DISNEY HEROINE . . . Anita is the lovely wife selected for song writer Roger by his pet dog, Pongo, in the Walt Disney animated cartoon version of the Dodie Smith novel, "101 Dalmatians." The Technicolor feature is a Buena Vista release.

Dog Looks at Life

In Disney Feature

Take a look at yourself through Pongo's eyes, as Roger Radcliff does—to his profit—in Walt Disney's \$4,000,000 cartoon comedy feature, "One Hundred and One Dalmatians."

Pongo is a Dalmatian dog, the black and white spotted breed, you know.

But there is nothing spotty about Pongo's thinking. He is interested in dating a future mate and the only way this seems possible is getting his human charge — Roger — interested in a human mate.

While Pongo sits in the study window and watches the gal dogs go by he has an eye out for himself, and for Roger. And when he spots the right combination, gal dog and gal, he goes into one of the funniest acts in show business, cartoon or otherwise.

Roger soon sees himself as Pongo, his pet, sees him—a stuffy, unimaginative, music-writing human bachelor who, until Pongo prods him, never realizes what he is missing in the marriage department.

The Dalmatians story, in color by Technicolor, is the funniest and most sophisticated cartoon feature ever produced by the magic of Disney's Burbank studio.

Release is by Buena Vista.

DOG IS MAN'S BEST FRIEND BUT HEAR WHAT HE DOES TO ENGLISH LANGUAGE



FOR some reason still not determined by the best minds in science the dog, man's best friend, has both helped and hindered the performance of the human tongue in voicing the English language.

Research specialists working on Walt Disney's brilliantly conceived \$4,000,000 cartoon comedy, "One Hundred and One Dalmatians," have discovered that the dog's influence on the American version of the language, at least, is very real.

Practically a member of the family in millions of homes, glorified in literature and music, the dog's favored position in the heart of man is emphasized by his presence in everyday conversation.

People talk of puppy love, of someone's bark being worse than his bite, of summer's dog days, of a dog-eared page in a book.

Bachelors are called gay dogs, rascals are known as sly dogs, and unlucky race track fans claim they bet on a dog.

Someone who has suffered misfortune — and has become poor, wicked or ruined as a result—has gone to the dogs. Selfish people, who prevent others from having what they do not want themselves, usually bring forth the phrase, "dog in the manger."

To follow, trail or pursue someone is to dog his footsteps, and a gentle lope is a dogtrot.

A long period of time is "in a dog's age."

To affect fancy habits is puttin' on the dog, while pretentious, over-stylized fashions are frequently termed "doggy."

An aerial battle, even between supersonic jet planes, is known as a dogfight, and most everyone gets dog-tired looking for bargains.

800 Miles of Spots

Lay the drawings that went into Walt Disney's "One Hundred and One Dalmatians" end to end, and you would have a footpath leading from Los Angeles clear to San Francisco and back.

Counting finished drawings and paintings, plus the trial and error animating that must go into such an important cartoon feature, you would have something like 4,000,000 feet of white paper and transparent "cels." This runs to over 800 miles.

The Dalmatians story, in color by Technicolor, is the funniest and most sophisticated cartoon feature ever produced by the magic of Disney's studio in Burbank.

Release is by Buena Vista.

People with an excellent sense of hearing boast that they have dog ears, and it is common knowledge that you can't teach an old dog new tricks.

Happily, however, every dog must have his day.

"One Hundred and One Dalmatians" produces another word — a disgraceful one. It is "dognapping." This is the wonderfully funny story in which all the dogs of England conspire to combine forces and voices to halt a mass dognapping of spotted pups whose tender hides are intended for the black-and-white market in fur coats.

Release is by Buena Vista.



Mat-DAL-1D

ROOM AT THE TOP . . . For one of Papa Pongo's fifteen lively puppies in "101 Dalmatians," a story of life reflected through the eyes of the British canine set. The Walt Disney animated feature-length cartoon is based on the Dodie Smith novel and released by Buena Vista in Technicolor.

PAINT THE TOWN!

For his cartoon comedy feature, "One Hundred and One Dalmatians," Walt Disney's artists used 800 tons of paint, enough to cover fifteen football fields solid, or paint a town red. One hundred and thirty five houses could have been completely covered with the one thousand hues Walt used.



Mat-DAL-2D

ULTRA VILLAINOUS . . . That's Cruella deVille, the human heavy who is so mean she hires two underworld characters to steal Dalmatians for the wonderful fur coats they make. But when they steal the fifteen puppies of Pongo and Perdita—that's bad for Cruella! Scene from "101 Dalmatians," Walt Disney's feature-length cartoon feature in color by Technicolor, based on the Dodie Smith novel and released by Buena Vista.

More Than a Million

Pencils Needed for

Disney Dog Feature

Any time you want to draw a picture for Walt Disney, get yourself a million pencils to do it. Particularly for a picture like his \$4,000,000 cartoon in color by Technicolor, "One Hundred and One Dalmatians."

Some 300 artists used up exactly 1,218,750 slim hunks of wood and graphite before the job was done, enough to keep the New York stock exchange in business for a solid year, or re-design all the cities of the world.

The Dalmatians story, based on a widely read book by Dodie Smith, is considered the funniest and most sophisticated cartoon feature ever produced by the magic of Disney's Burbank studio.

In it, all the dogs of England serve to halt a mass dognapping of spotted pups whose tender hides are intended for the black market manufacturing of splendid fur coats.

"One Hundred and One Dalmatians" will be released by Buena Vista.

Disney's Most Colorful

Cartoon Feature Result

Of New Secret Process

Probably no one knows how many shades there are in the rainbow. The intermediate variations are virtually numberless. But Walt Disney comes close with the 1,000 different hues in his newest and funniest Technicolor feature, "One Hundred and One Dalmatians." This \$4,000,000 comedy will easily be the most colorful cartoon motion picture in history.

Using a secret process, he has always mixed his own colors in his own laboratories for his own pictures. For "Dalmatians" he added 100 new ones, achieving the added subtlety he wanted to better handle the dogs and humans as they move through interiors and exteriors, in green summer and white winter. No feature of his, including the marvelously painted "Sleeping Beauty," has received such color care.

In "One Hundred and One Dalmatians" all the dogs of England conspire to combine forces and voices to halt a mass dognapping of spotted pups whose tender hides are intended for the black-and-white market in fur coats.

Release is by Buena Vista.

Walt Disney Best Friend

Of Dogs & Dog Lovers

Walt Disney is a dog's best friend, as you will see once again in his feature cartoon comedy, "One Hundred and One Dalmatians."

And for Disney, dogs have been dandy. "Old Yeller" was a howling success. So was "Lady and the Tramp." These were two of the best money-making features in the studio's history.

Now Dalmatians may top them all. It is packed with the heart that was Old Yeller's, and the lastingly endearing qualities that were Lady's and the Tramp's.

Disney's newest feature has love and romance, danger and adventure, fun and excitement and—above all—dogs, dogs and more dogs.

This last should win him kudos. For there are something like 25,000,000 owners of dogs in the country, many, many of them movie-goers.

"One Hundred and One Dalmatians," in color by Technicolor, is released by Buena Vista.



Mat-DAL-1F

NO DOG LOVER . . . Not Jasper, an unscrupulous underworld character who lends his villainy to a dognapping in Walt Disney's animated cartoon feature, "101 Dalmatians." Based on the novel by Dodie Smith, it is filmed in color by Technicolor and released by Buena Vista.

Know 'Em By Their Spots

Walt Disney has painted enough spots into his brilliantly conceived \$4,000,000 cartoon comedy, "One Hundred and One Dalmatians," to give the whole country dizzy spells.

The feature runs to 113,760 frames of cartoon color by Technicolor, each and every frame containing the pleasing personality, antic actions and animated spots of at least one canine character.

Since each dog wears from 32 to 72 spots on whichever side he exposes to the viewer, the Disney Studio's spot-counting department has been able to account for exactly 6,469,952 dancing spots.

"One Hundred and One Dalmatians" is for release by Buena Vista.



Mat-DAL-3B

THE DOGGY HOUR . . . Pongo and his love, Perdita, watch a doggy TV show with their fifteen puppies in this domestic scene from Walt Disney's Technicolor feature-length cartoon comedy, "101 Dalmatians," in which two romances are unfolded. Pongo's human pet, song-writer Roger, marries beautiful Anita, never dreaming he was maneuvered into it by Pongo, who was tired of their bachelor life. The film, based on the novel by Dodie Smith, is a Buena Vista release.



Mat-DAL-2E

BARNYARD ALARM . . . The Captain, the Colonel and the Sergeant are all ears when a nationwide alarm called the "Twilight Bark" sounds off in this scene from Walt Disney's Technicolor feature-length cartoon comedy, "101 Dalmatians." Dog-nappers are at their nefarious work and must be apprehended! It's a thrilling climax to this adaptation of the hilarious novel by Dodie Smith. Released by Buena Vista.

Profile of Pongo, Dog Lead in Walt Disney's "101 Dalmatians," Reveals Pet Rules Man

Allow us to present Pongo, the doggy British actor and male lead in Walt Disney's fabulous motion picture story of the "One Hundred and One Dalmatians."

Pongo—who can jolly well speak for himself, on occasion—lives just off fashionable Regents Park in London, England, where the Dalmatians story begins.

He is, of course, above all a Dalmatian—a Dalmatian dog, you know—with white coat, dark spots and the usual intelligently pleasant disposition.

Like most dogs in their right minds, Pongo fancies humans, particularly Roger and Anita Radcliff who play the chief supporting roles in the Disney feature. Pongo is well aware that, without humans, dogs would have to work for their living.

Pongo has, as a matter of fact, stolen a complete human idea. He works his human pet, Roger, just as thoroughly as any human huntsman works his pointers or setters.

With Pongo, then, as well as with Roger, things are going very smoothly in the picture plot until, as all males will, Pongo gets a strange urge. He wants to get married.

That does it! He manages to get Roger married in the process, has a large family right off the bat, so to speak, loses all his pups to a dog-napper, and inevitably finds himself working just as hard as any hunting dog as he ranges the snowy English countryside looking for his family. That is Pongo!

"One Hundred and One Dalmatians," in color by Technicolor, is released by Buena Vista.



Mat-DAL-1G

MEET CRUELLA . . . The "miserable dahl-ing" who won't be happy until she has the hides of "101 Dalmatians" for a fur coat. Walt Disney tells the hilarious story in his new animated cartoon feature in color by Technicolor. The Buena Vista release is based on the Dodie Smith novel.



Mat-DAL-1H

TRUE DISNEY . . . "101 Dalmatians" is hailed as a return of Walt Disney, the master of the animated cartoon, to the type of screen cartoon entertainment that made him famous. In feature length and color by Technicolor, it is a Buena Vista release based on the Dodie Smith novel.

Cruella Is Humorous Menace to Pet Dogs

In Disney Feature

When svelte, domineering, sa-shaying Cruella DeVil makes her first appearance in Walt Disney's cartoon comedy feature, "One Hundred and One Dalmatians," she profiles her own vile character in one short sentence.

"How are you?" asks Anita, the pretty femme lead, and Miss DeVil replies:

"Miserable, Dahling—as usual—perfectly wretched."

And that's Cruella—as wretched, as miserable a dame as ever walked onto a motion picture screen.

With her skin-tight dresses, exaggerated furs, bright red ensembles, flaring nostrils and skeletal face, her long smoking cigaret holder constantly cutting the air like a castigating baton, she is the very epitome of evil.

The only really black character in the whole plot, she can be funny, too, and often is in this hilarious story, based on the charmingly sophisticated book by Dodie Smith.

Release of "One Hundred and One Dalmatians," in color by Technicolor, is by Buena Vista.

"101 Dalmatians"

Returns Disney to First Love—Humor

Swerving from the classics for which he is so famous, Walt Disney strides into cartoon comedy of the funniest, highest order with his full-length feature, "One Hundred and One Dalmatians."

Based on the widely read book by Dodie Smith, published in London, the story represents a definite departure on Disney's part from the trend in cartoon features he has followed since the day his first, "Snow White and the Seven Dwarfs," amazed a delighted world.

"Dalmatians" follows in the footsteps of his live-action comedies, "The Shaggy Dog," released just last year, and a newer Fred Mac-Murray starrer, "The Absent Minded Professor."

Humor, of course, has long been Disney's forte. The hundreds of cartoon shorts which put his name on the world map of entertainment were almost invariably comedies.

As production of shorts grew less and the output of features increased at the Burbank studio, Disney turned more and more to adventure, history and romance. "Shaggy Dog" swung him back on the laugh track in live-action and now "Dalmatians," much more sophisticated than anything he has done in any field, follows suit in cartoons.

"One Hundred and One Dalmatians," in color by Technicolor, is released by Buena Vista.

Disney Cartoon Feature

"Stages" Wild Chase

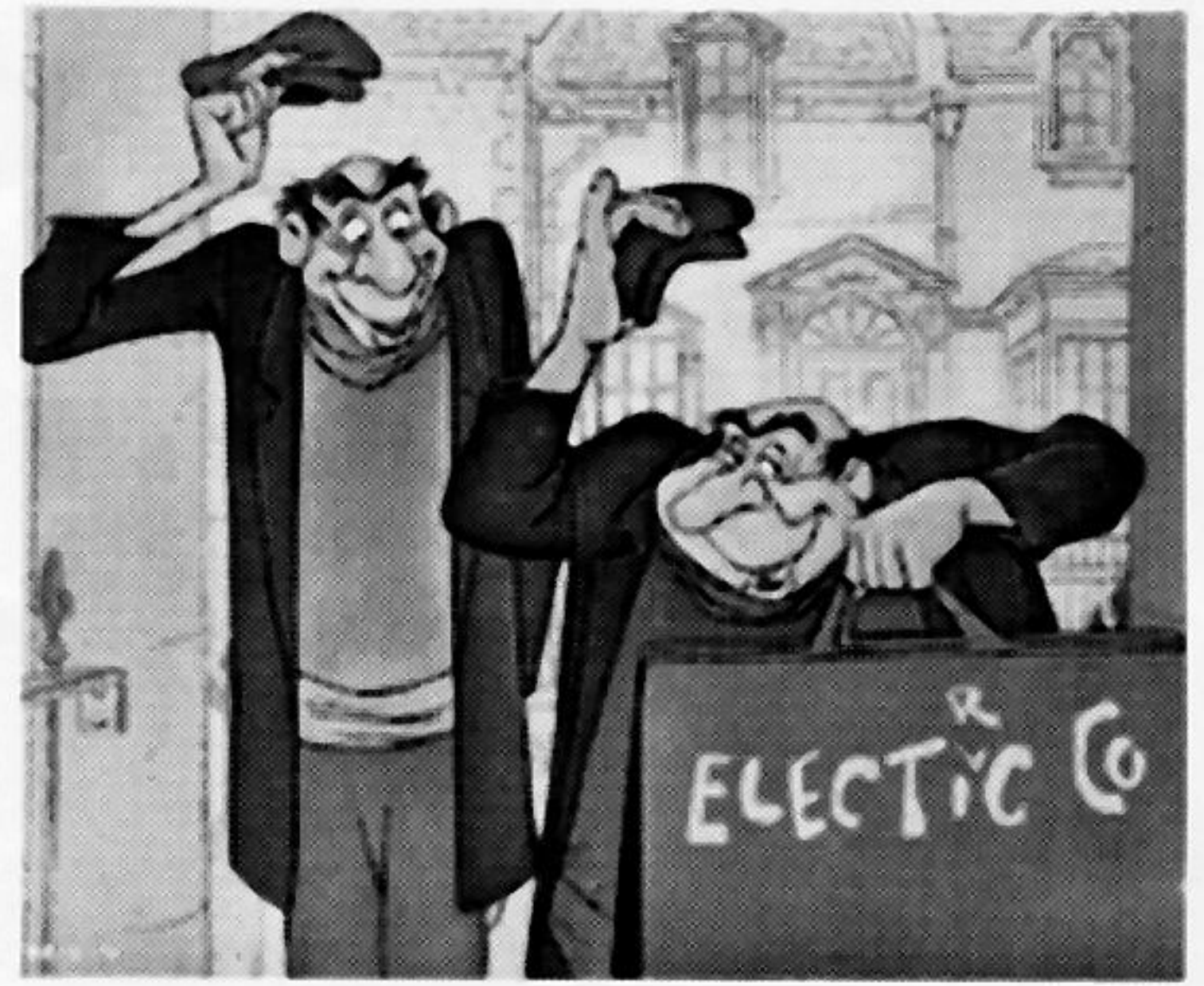
The wildest chase in cartoon history is staged in Walt Disney's brilliantly conceived \$4,000,000 cartoon comedy, "One Hundred and One Dalmatians."

A hot sports car and two trucks pit speed, maneuverability, wheels and even fenders in a fast, snowy run over the narrow and hilly roads of England before the side-splitting plot reaches a screeching climax.

At stake: 99 Dalmatian puppies whose tender hides are intended for the black market manufacturing of splendid fur coats.

The puppies ride in the largest of the trucks, trying for a getaway; two kidnappers man the small truck, and Cruella DeVille, plotter of the dire scheme, thunders along in the sports job.

The Dalmatians story, funniest and most sophisticated cartoon feature ever produced by the magic of Disney's Burbank studio, is in color by Technicolor. Release is by Buena Vista.



Mat-DAL-2F

DON'T YOU BELIEVE THEM! . . . They're phonies hired to dognap all fifteen of the beautiful pups of Pongo and Perdita, and all because an ultra villainous woman craves a coat of the Dalmatian hides! It's part of the hilarious story, based on the Dodie Smith novel, told through a dog's eyes in Walt Disney's feature-length cartoon, "101 Dalmatians." In color by Technicolor, it's a Buena Vista release.

Column Items • More Down to Earth

Disney Says of Dogs

You may be taller, smarter, even more conversational than your dog, but not so down to earth, as will be seen in Walt Disney's fabulous cartoon feature, "One Hundred and One Dalmatians," in which everything a dog does makes sense.

Pongo, the canine male lead, and his pretty Perdita, work their humans for all they are worth, loving them at the same time, and find it hard to understand when those humans seem to stray. Why, for instance, would their mistress, Anita, stand helplessly by when Cruella De Ville plans to steal their hides for fur coats? And why doesn't their master, Roger, do something more lethal than write a ballad about the cruelty of Cruella?

So the dogs, from their knee-high level, have to work out the problem themselves.

This is a lovable, exciting, hilarious see-yourself-as-your-dog-sees-your story, in color by Technicolor, for release by Buena Vista.

If you think watching TV with a bunch of kids is just too, too much, wait until you see "One Hundred and One Dalmatians," in which fifteen excitable and impish little Dalmatian pup-viewers steal the show from the screen. Walt Disney returns in this Technicolor feature to the cartoon type of comedy that brought him to fame.

Dalmatians for the black market in furs! That's the racket of Cruella and her henchmen in "One Hundred and One Dalmatians," the Walt Disney cartoon feature in which a dognapping is frustrated by—dogs! It's in color by Technicolor, of course.

The Indians used smoke as their means of long distance communication, and the bush natives use drums to spread the news. In "One Hundred and One Dalmatians" Walt Disney shows in color by Technicolor how the dogs, barking at twilight, send the alarm of a dognapping from London town to an isolated estate in the distant English countryside.

"One Hundred and One Dalmatians," in color by Technicolor, has been based by Walt Disney on the widely read book by Dodie Smith. A story of life reflected through the eyes of a British canine set, this cartoon feature is not only funny—but sophisticated!

The word has gotten 'round that Dodie Smith's widely read novel, "One Hundred and One Dalmatians," is the basis for the funniest, cleverest and most sophisticated feature Walt Disney, master of the animated cartoon, has ever produced. It's in color by Technicolor.



Mat-DAL-1J

PONGO THE PLOTTER . . . Tired of the bachelor existence of himself and his master, Pongo decides to do something about it. The result is the hilarious story of "101 Dalmatians," the Walt Disney adaptation of the Dodie Smith novel. It's a Technicolor cartoon feature released by Buena Vista.

Animated Cartooning

Not a One-Man Job

Once upon a time Walt Disney was his own best artist, and in the very beginning he worked alone. Fortunately he no longer needs to, or this generation would never have gotten to see his wonderful cartoon comedy feature, "One Hundred and One Dalmatians."

Since the drawings that go into it would have taken one man just one hundred and eighty-six years, it could not have been ready before the year 2143!

"One Hundred and One Dalmatians," in color by Technicolor, is hailed as the funniest and most sophisticated cartoon feature ever produced by the magic of Disney's Burbank studio.

Release is by Buena Vista.



Mat-DAL-2G

WHAT BIG EARS YOU'VE GOT! . . . Old Towser, with the help of Lucy the Goose, listens to a dognapping alarm over the fabulous "Twilight Bark" system in this scene from Walt Disney's Technicolor feature-length cartoon comedy, "101 Dalmatians." Adapted from the Dodie Smith novel, it's the hilarious story of a bad, bad woman who steals Dalmatians for the fur coats they make. It's a Buena Vista release.

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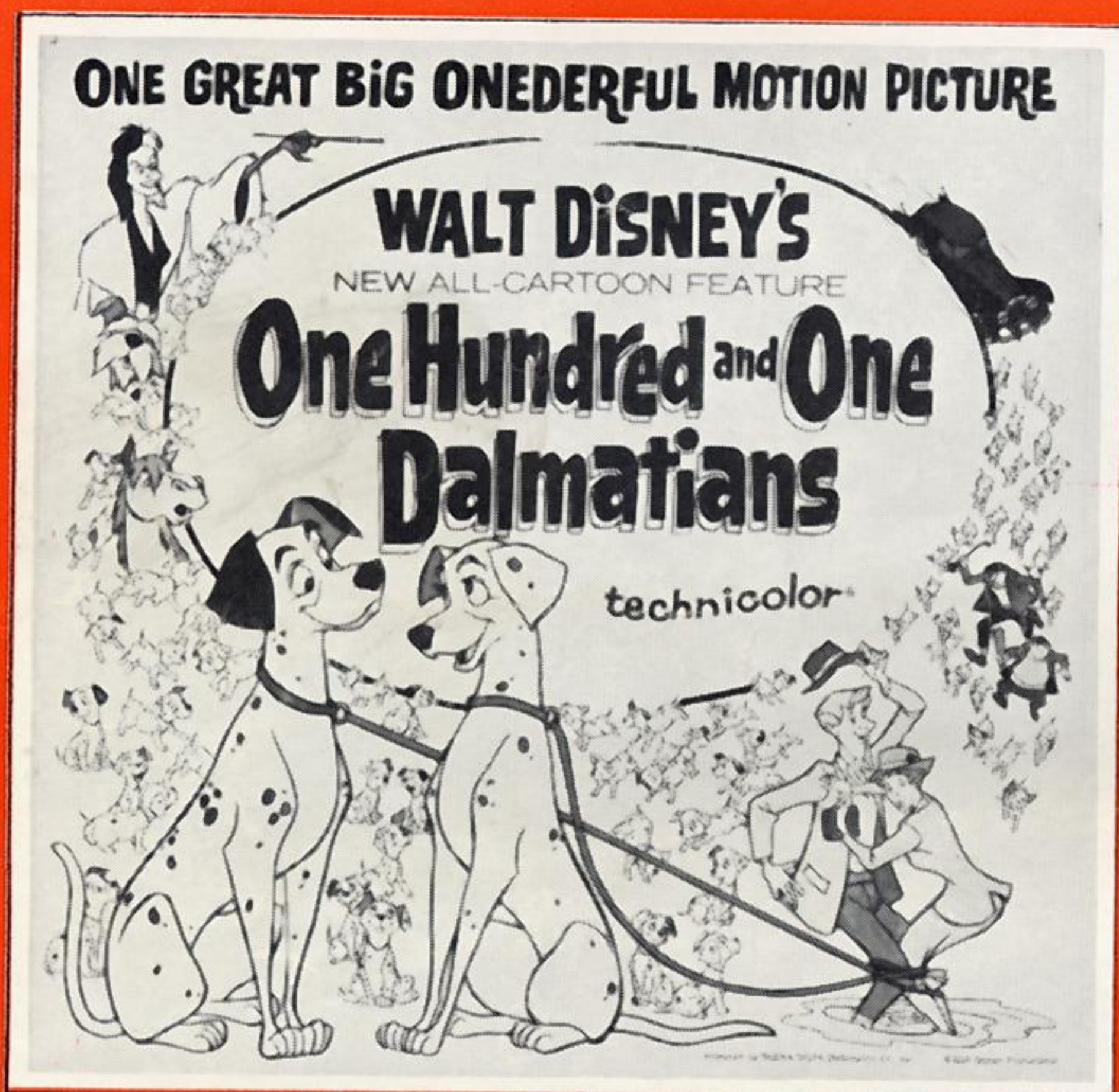
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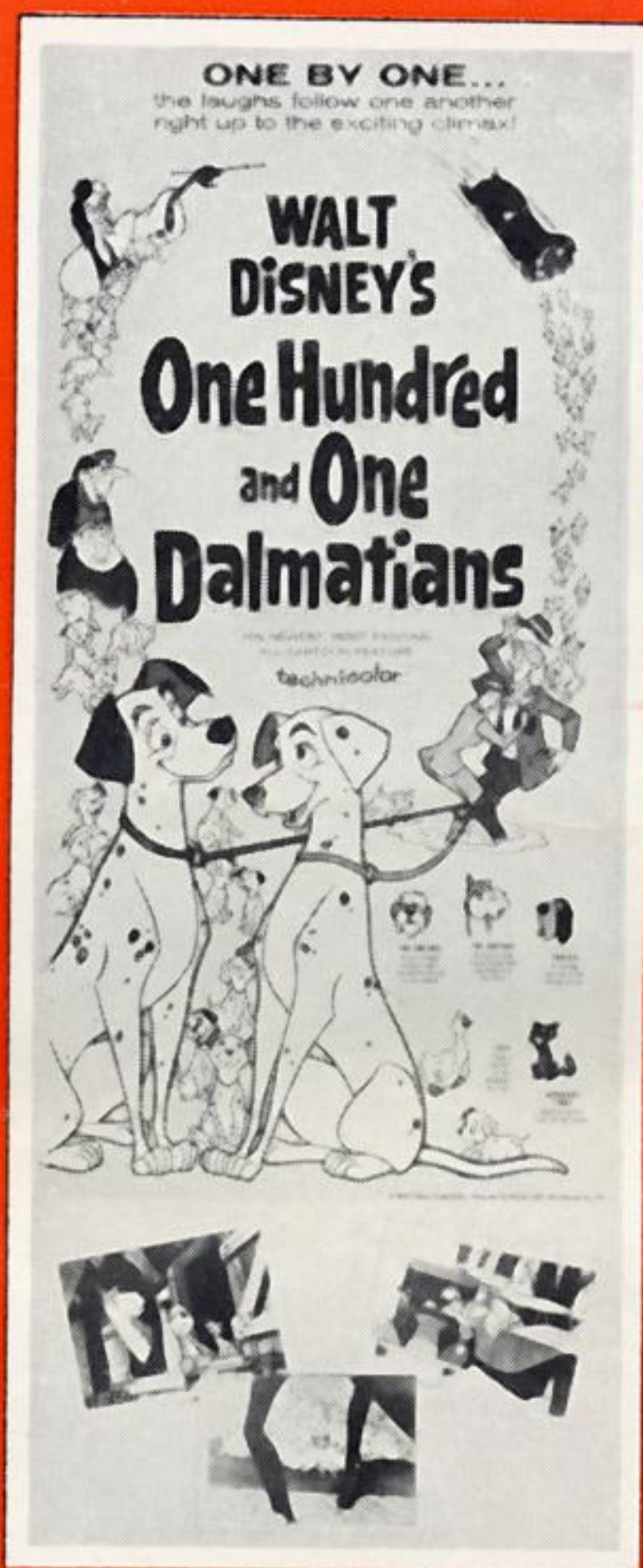


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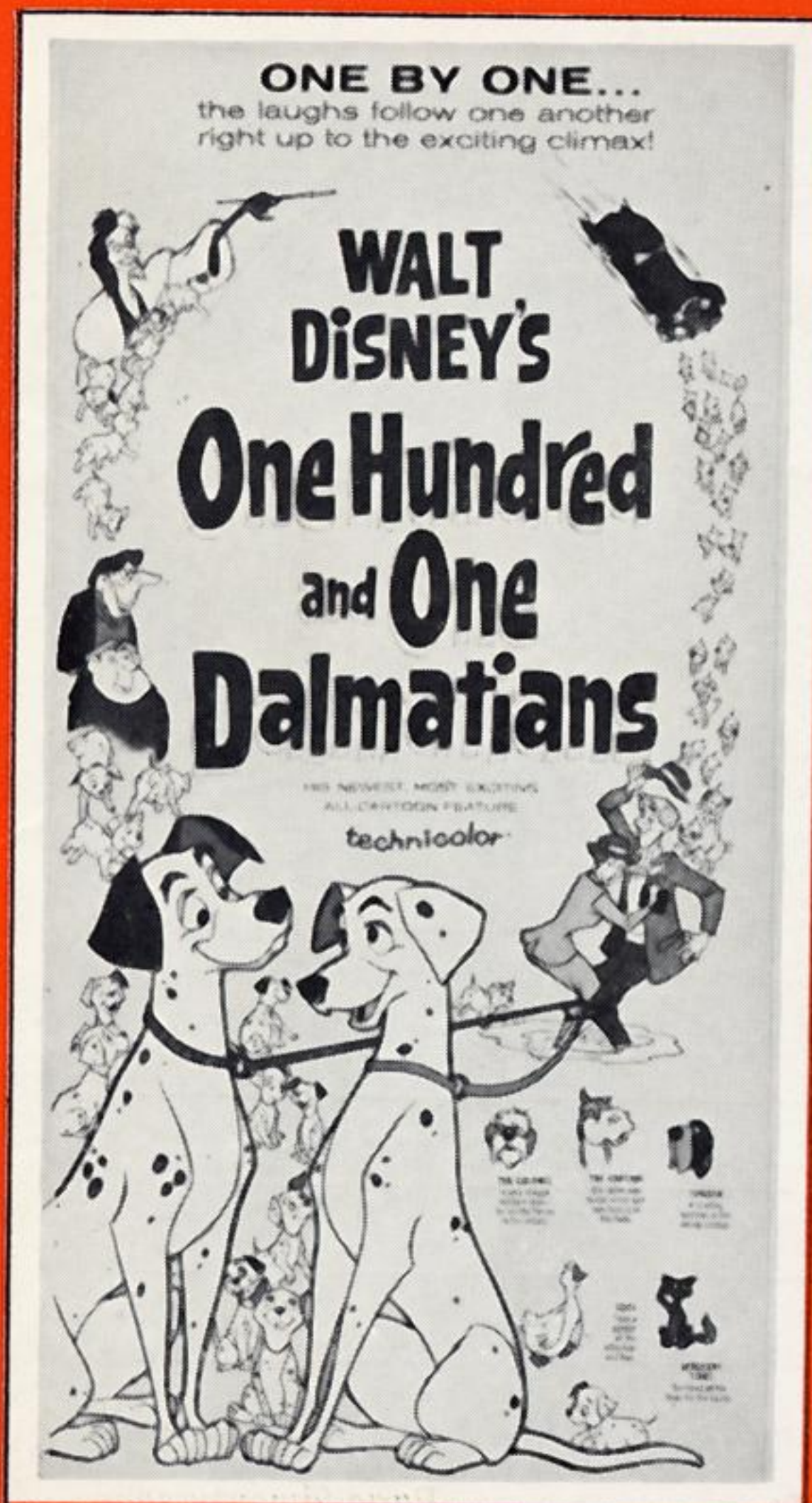


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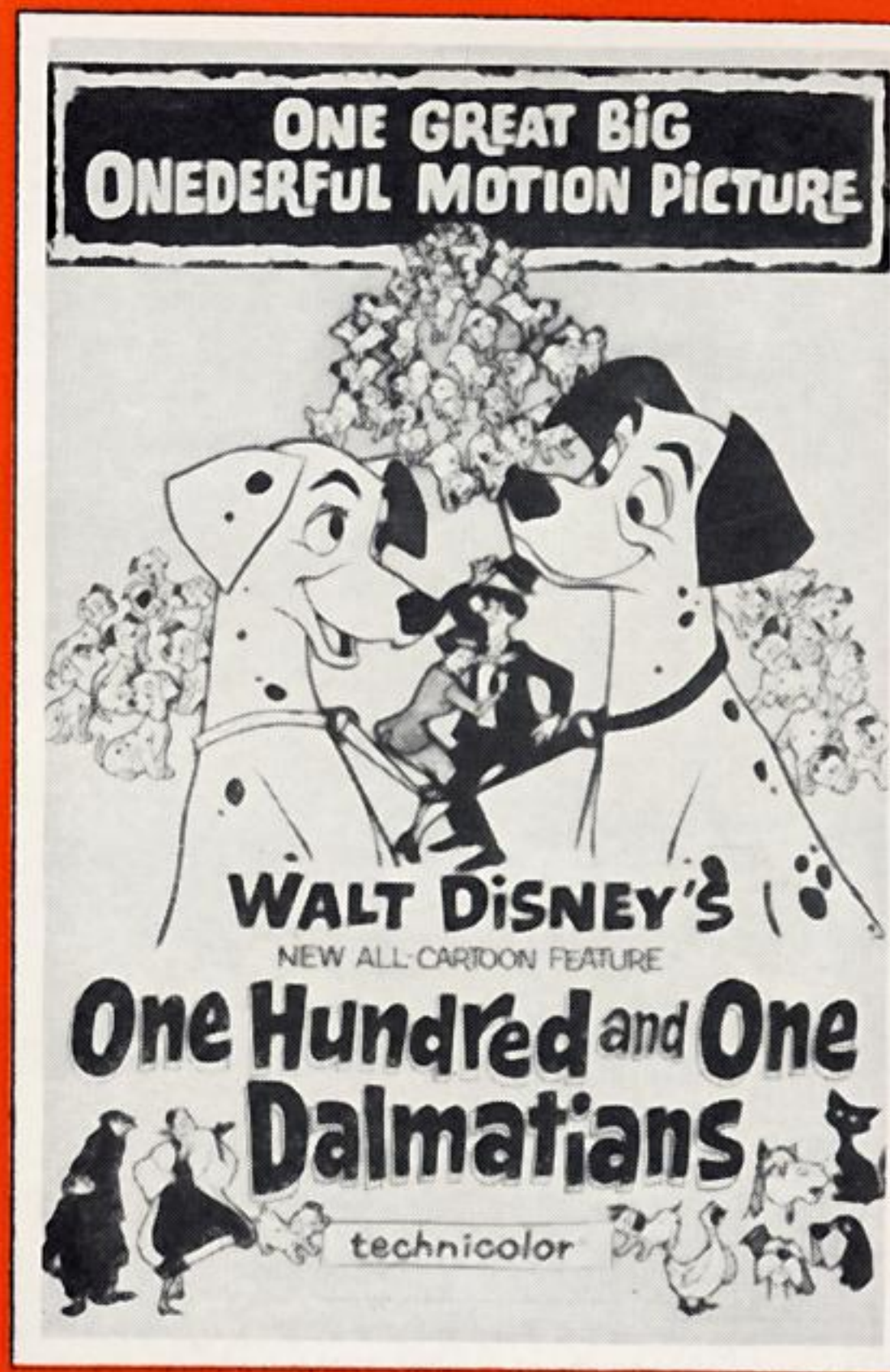
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