

## Document Citation

Title	<b>Walt Disney's Story of Robin Hood</b>
Author(s)	
Source	<i>Walt Disney Pictures</i>
Date	c1952
Type	exhibitor manual
Language	English
Pagination	2-19
No. of Pages	21
Subjects	Hayter, James (1907-1983), Lonuvla, India Todd, Richard (1919), Dublin, Ireland Rice, Joan (1930-1997), Derby, Derbyshire, England
Film Subjects	The story of Robin Hood and his merrie men, Annakin, Ken, 1952

The ROMANTIC ADVENTURE of the year!



Walt Disney's STORY OF

ROBIN HOOD

An all LIVE ACTION picture.. Starring RICHARD TODD and introducing the exciting new screen personality, JOAN RICE

You'll feel its excitement—live its high hearted romance as adventure's favorite outlaw strikes at tyranny! Only Walt Disney could capture in one great picture such tumultuous fury of exciting action. Whatever your age, Walt Disney's matchless Robin Hood will rob you of your cares—reward you with a king's ransom in adventure!

Produced by Perce Pearce Directed by Ken Annakin Screenplay by Lawrence E. Watkin

COLOR BY TECHNICOLOR

Distributed by RKO Radio Pictures COPYRIGHT WALT DISNEY PRODUCTIONS

This reproduction of a page insertion in COLLIER'S and LIFE indicates the style of the display advertising in weekly, monthly and fan magazines, and THIS WEEK magazine supplement. Comic strips in 30 leading newspapers are also a feature of this impressive national campaign on "STORY OF ROBIN HOOD."

DISTRIBUTED BY



# A Centuries-Old-Favorite Hero Captures the Screen

## In Walt Disney's Superb Live-Action Adventure Romance,

### "STORY OF ROBIN HOOD," Filmed in Color by Technicolor

Across the bridge of time, enshrined by the plaudits of countless generations, the world's favorite romantic adventure tale unfolds with sparkling humor, dramatic excitement and lavish pageantry. With meticulous attention to authentic details, with loving care for historic traditions, this elaborate

## Walt Disney's STORY OF ROBIN HOOD

AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**

STARRING  
**RICHARD TODD WITH JOAN RICE**

Produced by PERCE PEARCE Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN

DISTRIBUTED BY RKO RADIO PICTURES

### The Cast

Robert Fitzooth	.....	RICHARD TODD
	Known as Robin Hood	
Maid Marian	.....	JOAN RICE
	Robin Hood's Sweetheart	
Friar Tuck	.....	James Hayter
	The Merry Monk	
Queen Eleanor	.....	Martita Hunt
	Mother of Richard the Lionheart and Prince John	
De Lacy	.....	Peter Finch
	Wicked Sheriff of Nottingham	
Little John	.....	James Robertson Justice
	Bearded Giant	
Stutely	.....	Bill Owen
	A Poacher	
Prince John	.....	Hubert Gregg
	Brother of Richard the Lionheart	
Scathelook	.....	Michael Hordern
	A Persecuted Farmer	
Allan-A-Dale	.....	Elton Hayes
	Roving Minstrel	
King Richard I	.....	Patrick Barr
	Known as The Lionheart	
Hugh Fitzooth	.....	Reginald Tate
	Father of Robin Hood	
Midge	.....	Hal Osmond
	A Miller	
Earl of Huntingdon	.....	Clement McCallin
	Father of Maid Marian	
Tyb	.....	Louise Hampton
	Maid Marian's Old Nurse	
The Archbishop	.....	Anthony Eustrel
	Churchman, Soldier and Advisor of Queen Eleanor	
Will Scarlet	.....	Anthony Forwood
	Handsome Follower of Robin Hood	

### The Production Staff

Editor, **Gordon Pilkington**;  
Production Manager, **Douglas Pierce**;  
Assistant Director, **Peter Bolton**;  
Matte Artist, **Peter Ellenshaw**;  
Camera Operator, **Dave Harcourt**;  
Sound Editor, **Wyn Ryder**;  
Makeup Supervisor, **Geoffrey Rodway**;  
Hair Dressing Supervisor, **Vivienne Walker**;  
Technicolor Color Consultant, **Joan Bridge**;  
Location Directors, **Alex Bryce and Basil Keys**;  
Location Cameramen, **Geoffrey Unsworth and Bob Walker**;  
Unit Manager, **Anthony Nelson-Keys**;  
Music by **Clifton Parker**;  
Played by **Royal Philharmonic Orch.**;  
Conducted by **Muir Mathieson**;  
Photographed by **Guy Green, B. S. C.** Certificate No. 15630

PHOTOPHONE LENGTH ..... 7515 FEET  
RUNNING TIME ..... 84 MINUTES

### OUTSTANDING

As this manual goes to press Walt Disney's "STORY OF ROBIN HOOD" — even prior to its release — is being singled out for citations:

- Selected by HOLIDAY MAGAZINE as "picture of the month."
- Given citation from REDBOOK as "picture of the month."
- Family Medal award presented by PARENTS' MAGAZINE as the "best family picture for the month."
- Louella Parsons in COSMOPOLITAN MAGAZINE labels it as "best picture of the month for the whole family."

production was made on location in the wooded glens of Sherwood Forest — fabled hideout of Robin and his Merrie Men — and in a present-day reproduction of the nearby Towne of Nottingham. In this twin replica of the 12th Century arena credited as the original locale, were reenacted the redoubtable adventures of Robin, Friar Tuck, Little John, the wicked Sheriff of Nottingham, and all the train of well-beloved characters and incidents celebrated through countless rounds of song and story. . . . Here, too, in forest glade and castle court, the romance of Robin and his Maid Marian threaded its idyllic course in the face of ceaseless action and deeds, heroic, desperate and foul!

The Technicolor cameras recording the thrilling story captured the magnificent tints and hues of such scenes as the gathering of King Richard's forces, gayly caparisoned, with lances high and banners flying, for their farewell blessing before leaving for the ill-fated Third Crusade; the violent sequence involving the capture and punishment of a poacher meted out by the cruel Sheriff of Nottingham, and the subsequent retribution exacted by Robin Hood and his men; the thrilling rescue of the lovely Maid Marian, held a virtual prisoner at court by the evil Prince John.

Starred as a lithe and imaginative Robin Hood is Richard Todd, whose work in "The Hasty Heart" won him acclaim; introduced as a bewitching Maid Marian is Joan Rice. Others of importance in the cast include Martita Hunt, Elton Hayes, Peter Finch and James Hayter.

In "Story of Robin Hood" Walt Disney has undoubtedly achieved what will prove to be the most popular of all his screen attractions, and the one having the widest appeal to picture-goers of all ages and in all walks of life.

### The Royal Edict Is Brought to Sherwood Forest!



### Robin Hood and His Band of Merrie Men Face the Black Knight

Richard Todd (right center) portrays Robin Hood in Walt Disney's "Story of Robin Hood." In this suspenseful scene from the elaborate Technicolor production, Robin, accompanied by the loyal Friar Tuck (James Hayter) gathers his Merrie Men together to learn the intentions of the Black Knight, mysterious stranger who has sought them out. Joan Rice portrays Maid Marian in the all-live-action film which RKO distributes. Perce Pearce produced and Kenneth Annakin directed from Lawrence E. Watkins screenplay.

MAT 3-A

(Still No. RH 8, Set "A")

## Walt Disney's "Story Of Robin Hood" Impressive New Technicolor Production

Richard Todd Starred, with Joan Rice as Maid Marian in Gigantic All-Live-Action Drama

Buried deep in the instincts of all men is a quick sympathy with the rollicking, fearless personality of literature's mystery character known as *Robin Hood*.

Brought to the screen in a stupendous Technicolor production, Walt Disney's all-live-action film, the "Story of Robin Hood" offers a new interpretation of the hero of Sherwood Forest whose exploits at the head of his band of Merrie Men have delighted lovers of justice and adventure for centuries. Richard Todd stars as the title character, and Joan Rice is introduced as one of the most delightful *Maid Marian*s of stage or screen.

After the assassination of his father, (Reginald Tate), instigated by the notorious *Sheriff of Nottingham*, (Peter Finch), as the Disney version goes, *Robin* himself is outlawed, and, with his band of merry rogues rebels against wanton outrage and unbearable burdens laid upon the folk of the region during a crucial time in English history.

Soon this wily forester, riding and fighting at the head of his motley group in Lincoln Green, brings terror and chagrin to the forces of tyranny which grew during the absence of *King Richard the Lionheart*, (Patrick Barr), away on the Third Crusade. In his bold sallies out of Sherwood Forest, Robin earns that repute which has carried his name as a symbol of justice through hundreds of years in ballad and legend, myth and dusty document.

Intertwined with the story of his adventures from the early sequences to the end are the threads of the romance between *Robin* and his childhood playmate, *Maid Marian*, daughter of the local squire, *Earl of Huntington*, (Clement McCallin).

In Joan Rice's capable hands, *Maid Marian* becomes a bewitching character. Both in her position as a dignified young lady-in-waiting to the *Queen Mother* (Martita Hunt) and in her adventurous exploits as a young blade accompanying the minstrel *Allan-A-Dale* through Sherwood Forest, the heroine captures the attention and affection of the audience as completely as she captures *Robin's* faithful heart.

Two solid years of research for this picture supported the general outlines and the principal characters of the Robin Hood saga, although it is in no wise intended to be specifically biographical. It was Walt Disney's purpose to build a magnificent melodrama of raid and battle, escapade and ambush, romance and uproarious comedy, in an authentic recreation of time and place and men and manners in turbulent 12 century England. Using the charging action and running narrative from ballads of *Allan-A-Dale* (Elton Hayes) the figure of the most famous of all outlaws stands boldly forth as a three-dimensional figure far more human than that cheaply rated highwayman who "robbed the rich to give to the poor."

RKO Radio distributes.

### Nottingham's Sheriff Vs Whistling Arrows!

Some of the most thrilling moments in Walt Disney's live-action Technicolor feature, the "Story of Robin Hood," shows the famous outlaw and his band speeding messages of danger and rallying their forces in Sherwood Forest by means of whistling arrows.

Research by Lawrence E. Watkin, who wrote the screenplay, supports the use of such a device.

Carrying their own cryptic code, these "talking arrows" thwart the notorious *Sheriff of Nottingham* and his brutish deputies in their savage hunt for *Robin* and their oppression of the poor country folk of 12th century England. Color and feathering of the shafts, shot from point to point by the outlawed avengers, quickly spread their messages through this primitive means of communication. Sally and battle with bows and wild escapades follow close upon the eerie cry of the arrows arching through the forest glades.

In the deathless fact-legend surrounding him, *Robin Hood* was reputed to have been the best longbowman of his time. His gigantic lieutenant, *Little John*, was a close second in deadly accuracy.

RKO Radio distributes the "Story of Robin Hood," made on location in England with a distinguished cast headed by Richard Todd starred as *Robin*, and introducing a beautiful new screen personality in Joan Rice, as *Maid Marian*. Kenneth Annakin directed.



### Adventure Bound

Joan Rice, featured as Maid Marian, pursues dangerous adventure in Sherwood Forest when she joins Robin Hood's band. Walt Disney's "Story of Robin Hood" stars Richard Todd as the title character. RKO Radio distributes the superb Technicolor all-live-action production.

**MAT 1-D**

(Still No. RH. Pub. A58, Set "B")

### Ancient Minstrelsy in Disney's "Robin Hood"

British radio star Elton Hayes makes his screen bow in the role of *Allan-A-Dale*, famed minstrel believed to be a secret member of the men in Lincoln Green. His is one of the pivotal roles in Walt Disney's live-action Technicolor production, the "Story of Robin Hood."

Richard Todd stars as the hero of Sherwood Forest, and Joan Rice is introduced as the fearless *Maid Marian* in the film which RKO Radio distributes.



### Robin's Whistling Arrow

It was in Sherwood Forest, where the dauntless Robin Hood and his band of merrie men lived that the whistling arrow was used to convey messages. Walt Disney's "Story of Robin Hood" stars Richard Todd as the title character and features Joan Rice as Maid Marian. RKO Radio distributes the magnificent film, in Technicolor, with all live action.

**MAT 1-E**

(Still No. RH. Pub. A50, Set "B")

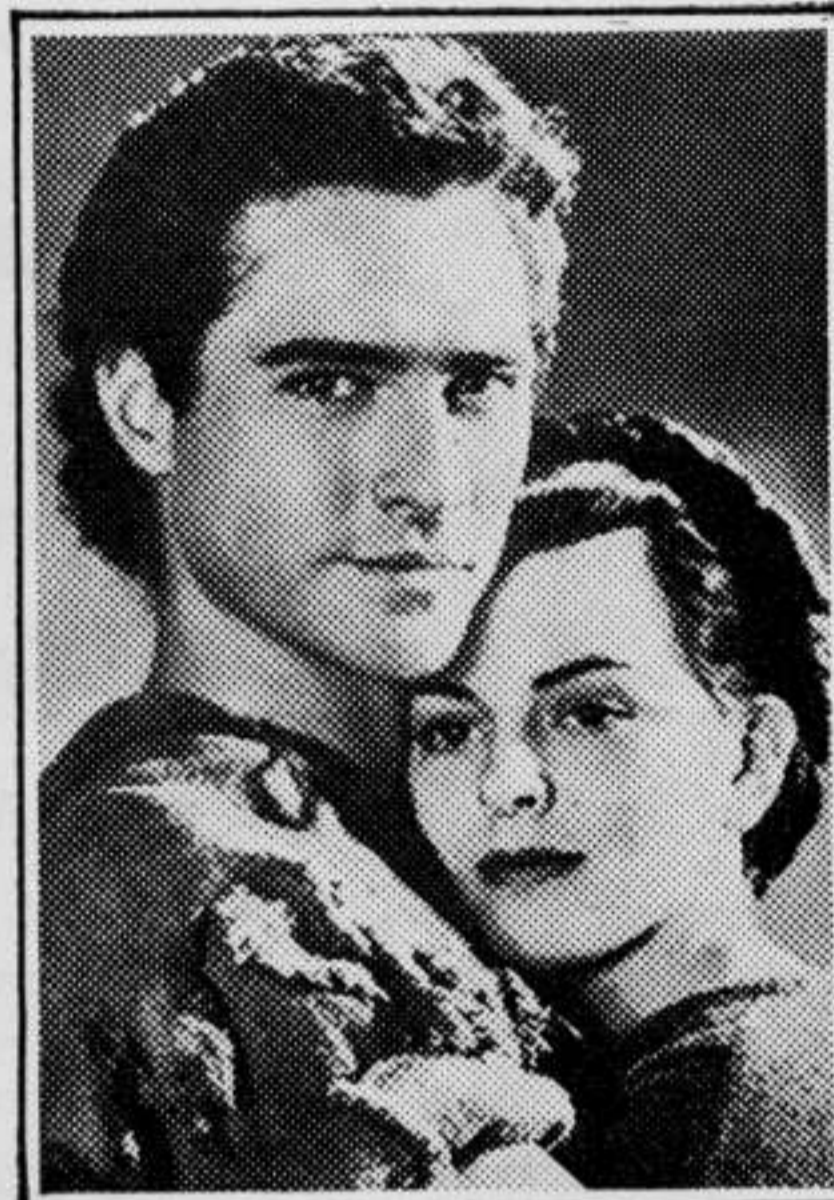


### Maid Marian

Joan Rice, featured in Walt Disney's "Story of Robin Hood" makes an entrancing *Maid Marian* opposite Richard Todd, starred in the title role of the all-live-action spectacle. RKO Radio distributes the elaborate Technicolor film.

**MAT 1-B**

(Still No. RH. Adv. 92, Set "B")



### Legendary Pair

Richard Todd stars as Robin Hood and Joan Rice makes an enchanting *Maid Marian* in Walt Disney's "Story of Robin Hood," lavish Technicolor production distributed by RKO Radio. The film is in all-live-action.

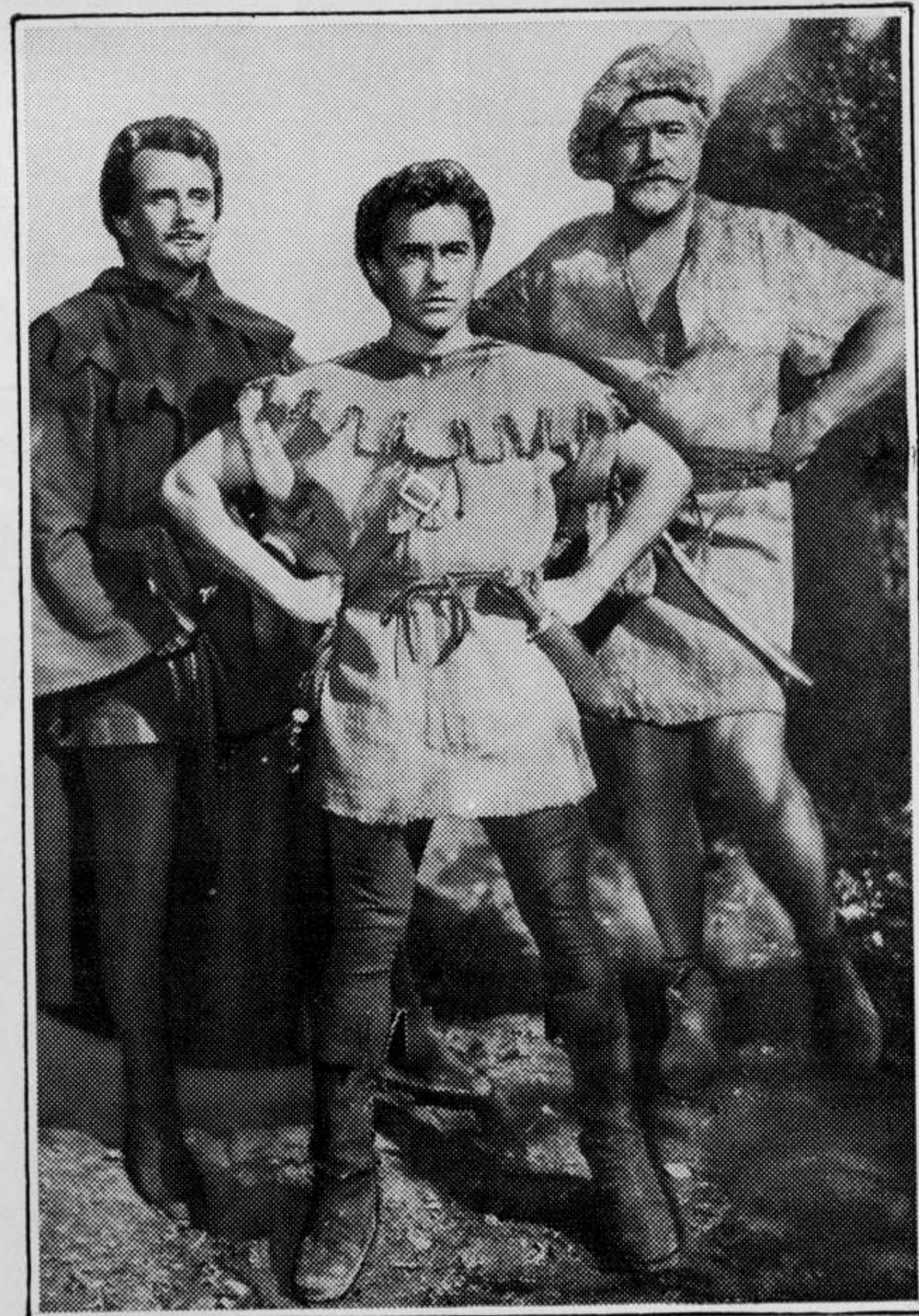
**MAT 1-F**

(Still No. RH. Adv. 79, Set "B")

Walt Disney's "Story of Robin Hood," in color by Technicolor, is that producer's second all-live-action picture; it is distributed by RKO Radio.

### Fact and Legend Blend

Part of the tale of Robin Hood might be sheer fancy, but the venerable oaks of Sherwood Forest are a very sturdy reality, and it was against that background that Walt Disney's "Story of Robin Hood" was made on location. Starring Richard Todd and introducing a sparkling new screen personality in Joan Rice who portrays the merry *Maid Marian*, the lavish Technicolor production has all live action. RKO Radio distributes.



### Reception Committee

Robin Hood accompanied by Will Scarlet and Little John (right) watch the approach of strangers traveling through Sherwood Forest in Walt Disney's "Story of Robin Hood." Richard Todd (center) stars as the title character, Anthony Forwood and James Robertson Justice portray respectively Scarlet and Little John in the spectacular Technicolor release, in which Joan Rice is featured as the entrancing *Maid Marian*. RKO Radio distributes the all-live-action drama.

**MAT 2-E**

(Still No. RH 30, Set "B")

## Richard Todd Stars in Disney Live-Action Film

A few years ago Richard Todd was a little known repertory player. The engaging young founder-member of the Dundee Repertory Company won his first break in films in recognition of his amazing histrionic versatility plus his very virile appeal.

His work with the Dundee group was interrupted by four years of service as a British Army Paratrooper. When he tried his professional luck in London he was tested and put under a long term contract by Associated British. His work in "For Them That Tresspass" won him critical acclaim, and on the strength of it he was given the key role of the dour Scotsman in "The Hasty Heart," opposite Ronald Reagan and Patricia Neal. His magnificent performance brought him a stellar spot in "The Interrupted Journey" opposite Valerie Hobson.

Director Alfred Hitchcock then cast him in a leading role in "Stage Fright," with Jane Wyman, Marlene Dietrich and Michael Wilding. Before leaving for Hollywood, Todd appeared in "Portrait of Clare," with Margaret Johnson, and in 1950 journeyed to Hollywood to star opposite Ruth Roman in Warner's "Lightning Strikes Twice."

In his current role Todd stars in Walt Disney's "Story of Robin Hood." The live-action production is in color by Technicolor and introduces lovely Joan Rice as the madcap *Maid Marian*. RKO Radio distributes the film in which Todd's interpretation of the courageous hero of Sherwood Forest offers a new facet in characterization.



### Merrie Maid

One of the most romantic interpretations of the role of Maid Marian is offered by lovely Joan Rice, featured in Walt Disney's "Story of Robin Hood." Richard Todd stars as the title character in the gigantic all-live-action Technicolor film, which is distributed by RKO.

#### MAT 1-C

(Still No. RH. Pub A48, Set "B")

## James Hayter as Famed Friar Tuck

Popular character actor James Hayter offers a perfect presentation of *Friar Tuck*, the merry monk of Sherwood Forest, in Walt Disney's all-live-action production the "Story of Robin Hood."

Starring Richard Todd in the title role, and introducing Joan Rice as *Maid Marian*, the superb production is in color by Technicolor. Hayter, recently seen as the naval cook in "Morning Departure," and as the *Vergier* in "Trio," joined the Royal Academy of Dramatic Art after he finished school in Dollar, Switzerland.

After a stint in repertory companies all over Britain, he graduated to the West End stage and appeared in a series of pre-war successes. In 1936 his film career started, and through a series of leading featured parts, he quickly established an enviable place for himself as a character actor.

In the "Story of Robin Hood," which RKO Radio distributes, he has one of the meatiest roles of his career as the jovial *Friar Tuck*, who revels in a good joke as well as a good fight.



### Robin Hood and Maid Marian

Unaware of the difficulties which will someday face them, Robin Hood and Maid Marian meet in Sherwood Forest before she is sent off to be the ward of a gracious queen. Richard Todd stars in Walt Disney's "Story of Robin Hood," and Joan Rice is featured in the Technicolor production distributed by RKO Radio Pictures. The film has all-live-action.

#### MAT 2-C

(Still No. RH 46, Set "A")

## Robin Hood--Man or Myth?

Was *Robin Hood* an actual personality or just a folk myth?

Curiosity regarding the identity of the world's most celebrated outlaw and folk hero is stimulated by Walt Disney's live-action feature in beautiful Technicolor, the "Story of Robin Hood." Made on location in England, it stars Richard Todd as the courageous hero of Sherwood Forest and introduces alluring Joan Rice as *Maid Marian*.

While the Disney picture offers no incontrovertible answer to the question asked by historians, folklore authorities and almost every youngster in the literate world for many generations, the figure projected in this lusty melodrama is said by Britain's leading research experts to be a reasonably close likeness of the bandit-patriot.

Disney's portrait of *Robin Hood* makes him out a flesh-and-blood man. In his pre *Robin Hood* life this man was known as Robin Fitzooth and was employed as a forest warden on the midland estate of an earl. A young man of good manner, humane, jovial, personable and resolute, he is, physically no superman, but he is alert and agile. As the best longbow shot in all Nottinghamshire, he is sure with his arrow from horseback or when afoot. He is modest about both his personal prowess and his yeoman's authority in the forest of the earldom.

All these traits and qualities combine in the performance of Richard Todd, starred in the title role of the "Story of Robin Hood." Joan Rice, fiery young actress, is introduced to the screen as *Maid Marian*, *Robin's* reckless patrician sweetheart. Vital direction by Kenneth Annakin, and thoughtful production values by Perce Pearce from Lawrence E. Watkin's fine script have inspired the sincere and unforgettable characterizations. RKO Radio distributes.



### Once Over — Not so Lightly

Robin Hood and Friar Tuck come to grips crossing over the river which runs through Sherwood Forest as each, alternately, forces the other to carry him to the opposite shore. One of the highlights in Walt Disney's "Story of Robin Hood" faithfully recreates the traditional incident. Richard Todd stars as the title character in the all-live-action Technicolor production which RKO Radio distributes. James Hayter is Friar Tuck and Joan Rice is featured as Maid Marian.

#### MAT 2-A

PAGE FOUR

## Merrie Life in Sherwood Forest Combines Romance, Adventure and Danger

Walt Disney has done it again! In his current live-action drama, the "Story of Robin Hood" the lavish Technicolor production combines the romantic elements of the legend with the tense danger which surrounded the gallant hero. Richard Todd stars as the Sherwood Forest hero, and Joan Rice is introduced in the role of *Maid Marian*.

Made on location in England, the film ranges from the excitement of the shooting contests at Nottingham, when the local foresters demonstrate their skill with the long bow, to the merry antics of the lovely heroine whose immediate future includes the honorable position of being lady-in-waiting to the gracious queen.

Such breath-taking sequences as King Richard's departure for the Crusades, as his troops, gathered around him, are blessed by the church before they unfurl the banners which are to meet with defeat at the hands of the Saracens, vie with the unrepressed cruelty of the punishment meted out on a poacher by Nottingham's wicked *Sheriff*.

Vast production scenes mingle with fascinating details of life as it was lived by the merrie band of deadly bowmen, to make the "Story of Robin Hood" one of the most distinguished of the season's films. RKO Radio distributes.



### Robin Hood

Walt Disney's "Story of Robin Hood" stars Richard Todd as the famed hero who led his band of merrie men into courageous exploits. Featured in the superb Technicolor film is Joan Rice as the dauntless *Maid Marian*. RKO Radio distributes the all-live-action production.

#### MAT 1-A

## Famed Friar Tuck in New Live-Action Disney Film of Ancient Hero's Adventures

Every member of Robin Hood's celebrated group of outlawed bandit-patriots in medieval England merited special attention when Walt Disney cast his live-action roles for the "Story of Robin Hood." And the women also, for two of these are of major importance in the fateful drama of the legendary hero of Sherwood Forest.

Having placed Richard Todd, prominent young British actor, in the stellar spot, and assigned Joan Rice, sensational find of charm and talent, the *Maid Marian* role, Disney was equally concerned to guarantee top performances in the supporting bracket for the RKO Radio release in Technicolor.

No character in this fugitive fighting aggregation of merry roisters, deadly bowmen and defenders of the oppressed poor in the tumultuous days of the 12 century England compels more attention than does *Friar Tuck*, a man of girth and power, mighty blows and hearty laughter. He is enacted by James Hayter, stage and screen veteran of note, who recreates him exactly to the measure of the legendary padre. He makes him vastly amusing and impressive in every scene and he manages to reconcile his spiritual duties with his less exacting human impulses.

# Advertising

The ADVENTURE of a lifetime...in the ROMANCE of the year!

A wealth of suspense and excitement... a king's ransom in colorful spectacle... a treasure of comedy and song—told by Walt Disney in the greatest tradition of his story-telling art!



Walt Disney's  
STORY OF

## ROBIN HOOD

AN ALL-LIVE-ACTION PICTURE

Color by **TECHNICOLOR**

STARRING **RICHARD TODD** WITH **JOAN RICE**

Produced by PERCE PEARCE · Directed by KENNETH ANNAKIN

Screenplay by LAWRENCE E. WATKIN

VILLAINOUS  
SHERIFF OF  
NOTTINGHAM



DASHING  
WILL SCARLET

TOWERING  
LITTLE JOHN



Walt Disney Productions

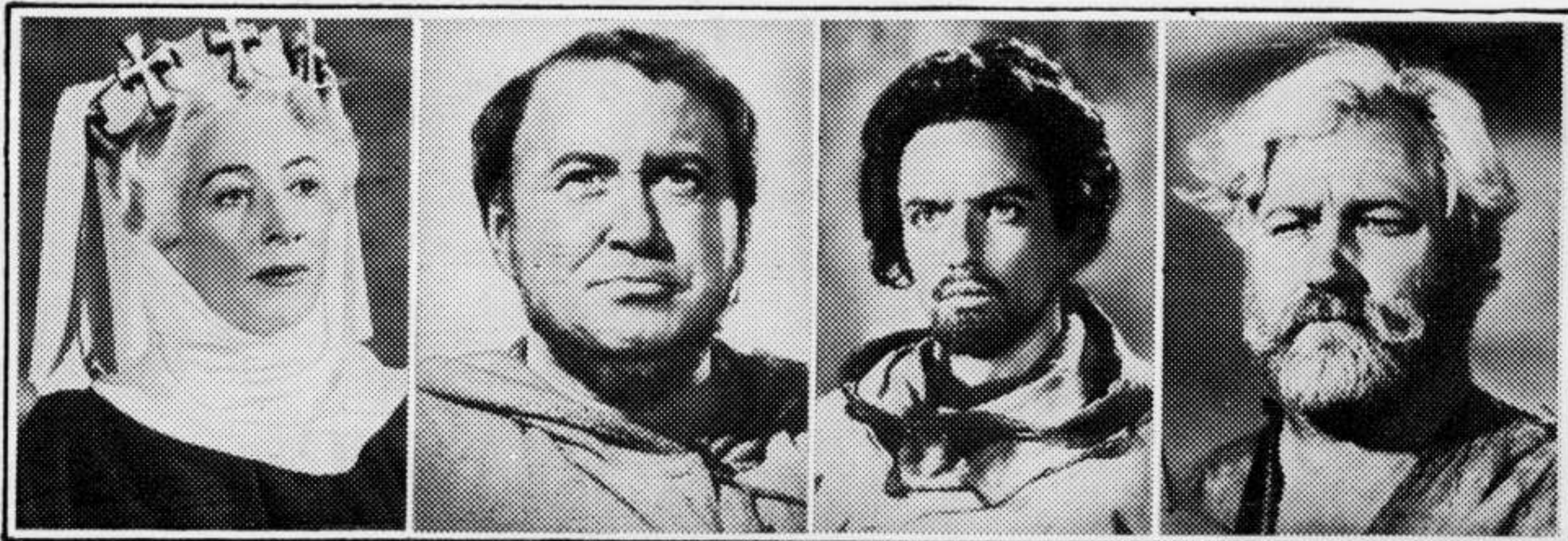
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RADIO  
THEATRE

MAT 501—5 cols. x 160 lines (11 1/2 in.); total, 800 lines

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MAT 501—5 col x 160; 800 lines



### Fabled Figures in a Favorite Tale of Folk-Lore

Martita Hunt, as Queen Eleanor; James Hayter, as Friar Tuck; Peter Finch, as De Lacy, the villainous Sheriff of Nottingham, and James Robertson Justice, as Little John have important roles in Walt Disney's "Story of Robin Hood." Starring Richard Todd as the Sherwood Forest hero and featuring Joan Rice as Maid Marian, the elaborate Technicolor production is all-live-action. RKO Radio distributes.

MAT 3-B

## Notable Production of Robin Hood Legend in New Walt Disney Opus

Walt Disney's spectacular live-action Technicolor film, "Story of Robin Hood," brings to the screen such beloved characters as the lively Robin, the alluring Maid Marian, the jovial Friar Tuck, (James Hayter), the handsome Will Scarlet (Anthony Forwood), the graceful Queen Eleanor, the gigantic Little John and the never-to-be-forgotten wicked Sheriff of Nottingham.

Made on location in and around Sherwood Forest, the RKO Radio release stars Richard Todd as Robin and introduces a new screen personality in lovely Joan Rice, who portrays Maid Marian.

Such suspenseful encounters as the deadly archery fights between Robin and his Merrie Men and the Sheriff's posse-men highlight the production, which also offers such amusing incidents as the 'duel' with quarterstaves between the fearless hero and Little John. Message-bearing whistling-arrows which enable the men in Lincoln Green to convey warnings from one part of the forest to another vie with the slyly laconic songs of famed Allan-A-Dale, the minstrel.

Technical accuracy, the authenticity which comes from making a film on the actual location of its action, and a fast-moving script all combine to make this an outstanding version of the famed story. Producer Perce Pearce, Director Kenneth Annakin and the screenplay by Lawrence E. Watkin largely contribute to the delight of the production.

The cast, gathered from top personalities of stage and screen, includes Martita Hunt, as the gracious queen mother; Peter Finch, as the Sheriff of Nottingham; James Robertson Justice as Little John; and Elton Hayes, whose portrayal of the roving minstrel is superb.

RKO Radio distributes.

One of the most sparkling screen personalities is introduced in Walt Disney's "Story of Robin Hood." She is Joan Rice, who portrays Maid Marian opposite Richard Todd the title character. The Technicolor film is live-action. RKO Radio distributes.

Quarterstaves and longbows are a few of the odd weapons used by the hero of Walt Disney's "Story of Robin Hood." Richard Todd stars in the live-action Technicolor production, and Joan Rice is introduced as a gay and irrepressible Maid Marian. RKO Radio distributes.

## Martita Hunt as Gracious Queen

From her native birth place on an Argentine ranch to one of the most distinguished positions in stage and screen, Martita Hunt's career has been dotted by a series of successes in her chosen field, the latest being her appearance in Walt Disney's "Story of Robin Hood."

She determined to become an actress at an early age, despite the strong opposition from her family. Her first appearance was in a Liverpool theatre. Her first London performance was in "The Machine Wreckers," which was followed by a role in the Somerset Maugham play, "Our Betters."

At Old Vic she appeared in a series of Shakespeare plays and then scored a hit in Dodie Smith's modern comedy, "Autumn Crocus."

A long run of stage successes followed, alternating with film roles, following her 1933 screen debut in "I Was a Spy."

She is widely known for her brilliant portrayal as the mad Miss Haversham in "Great Expectations," and for her work in the New York stage production, "The Mad Woman of Chaillot."

In Walt Disney's live-action production, the "Story of Robin Hood," she portrays the gracious Queen Mother, Eleanor of Aquitaine. Distributed by RKO Radio, the film, which is in Technicolor, stars Richard Todd as the title character and introduces Joan Rice as Maid Marian, who is under the protection of the crown while her father (Clement McCallin) is off with Richard the Lionheart (Patrick Barr) at the Crusades.

## Joan Rice Introduced as Disney Film Maid Marian

Walt Disney's all-live-action production, the "Story of Robin Hood," introduces alluring Joan Rice in the role of the madcap Maid Marian opposite star Richard Todd.

The lovely Joan was recently signed to a two-year contract by the Rank Organization as the result of her striking beauty and distinguished dramatic ability. Her first performance was in the film "Blackmailed."

The role of Maid Marian demanded a fresh young charm combined with hoydenish high spirits. Joan's personality and talents made her a natural choice for the role.

In real life, her childhood was spent in the Sherwood Forest district of Nottinghamshire, the original haunts of Robin Hood and Maid Marian. Joan was educated at a Nottingham convent and went to London to seek her fortune. She worked as a waitress in Lyons' restaurant, won a beauty contest organized by the firm, and was chosen "Miss Lyons, 1949." This honor led to a small part in "One Wild Out," which in turn gave her her big chance in "Blackmailed."

RKO Radio distributes the lavish Technicolor production.

Richard Todd scores again in his current stellar portrayal as the hero of the "Story of Robin Hood," Walt Disney's live-action Technicolor production which introduces Joan Rice as Maid Marian. RKO Radio distributes.

## Review

One of the most fascinating stories of all times comes to the screen in a lavish Technicolor production as Walt Disney's "Story of Robin Hood" unfolds in the finest tradition of adventure and romance. Starring Richard Todd as the title character and introducing a delightful new screen personality in Joan Rice who depicts the fiery Maid Marian, the RKO Radio release opened last night at the..... theatre.

Made on location in Sherwood Forest, the film introduces the music used by the medieval minstrels. The musical narrative as offered by Allan-A-Dale forms a background storytelling device against which the adventures of the dauntless men in Lincoln Green are spurred on by the villainous activities of King Richard's faithless brother and the murderous Sheriff of Nottingham. Elton Hayes makes a most convincing Allan-A-Dale, with Patrick Barr portraying Richard the Lionheart; Hubert Gregg, the wily Prince John and Peter Finch, the wicked Sheriff of Nottingham.

Such popular characters as Friar Tuck (James Hayter), Little John (James Robertson Justice), and Will Scarlet (Anthony Forwood) come to life in the wooded dells of the famed forest where Robin and his band of Merrie Men lived, loved and protected the property of the farmer-tenants in the neighborhood.

Tremendous research on the film has resulted in an air of authenticity which rings true and explains the vitality of the Robin Hood legend throughout the centuries.

Kenneth Annakin directed, Perce Pearce produced and Lawrence E. Watkin wrote the screenplay for the live-action drama.

## Early Records Searched

To check the authenticity of every detail in the "Story of Robin Hood," Dr. Charles Beard was retained by Walt Disney previous to and during the shooting of the lavish live-action Technicolor production. Factual data were culled from 12th century ballads, which were passed on by word of mouth from one generation to another.

They first reached the printed page in the form of "The Lytel Geste of Robyn Hood" printed about 1489 by Wynken de Worde. The first mention of Robin Hood in literature was in "The Vision of Piers Plowman," believed to have been written between 1355 and 1365.

Richard Todd stars as the Sherwood Forest hero, and opposite him is a brilliant new screen personality, Joan Rice, who portrays Maid Marian.

RKO Radio distributes this impressive Disney production.

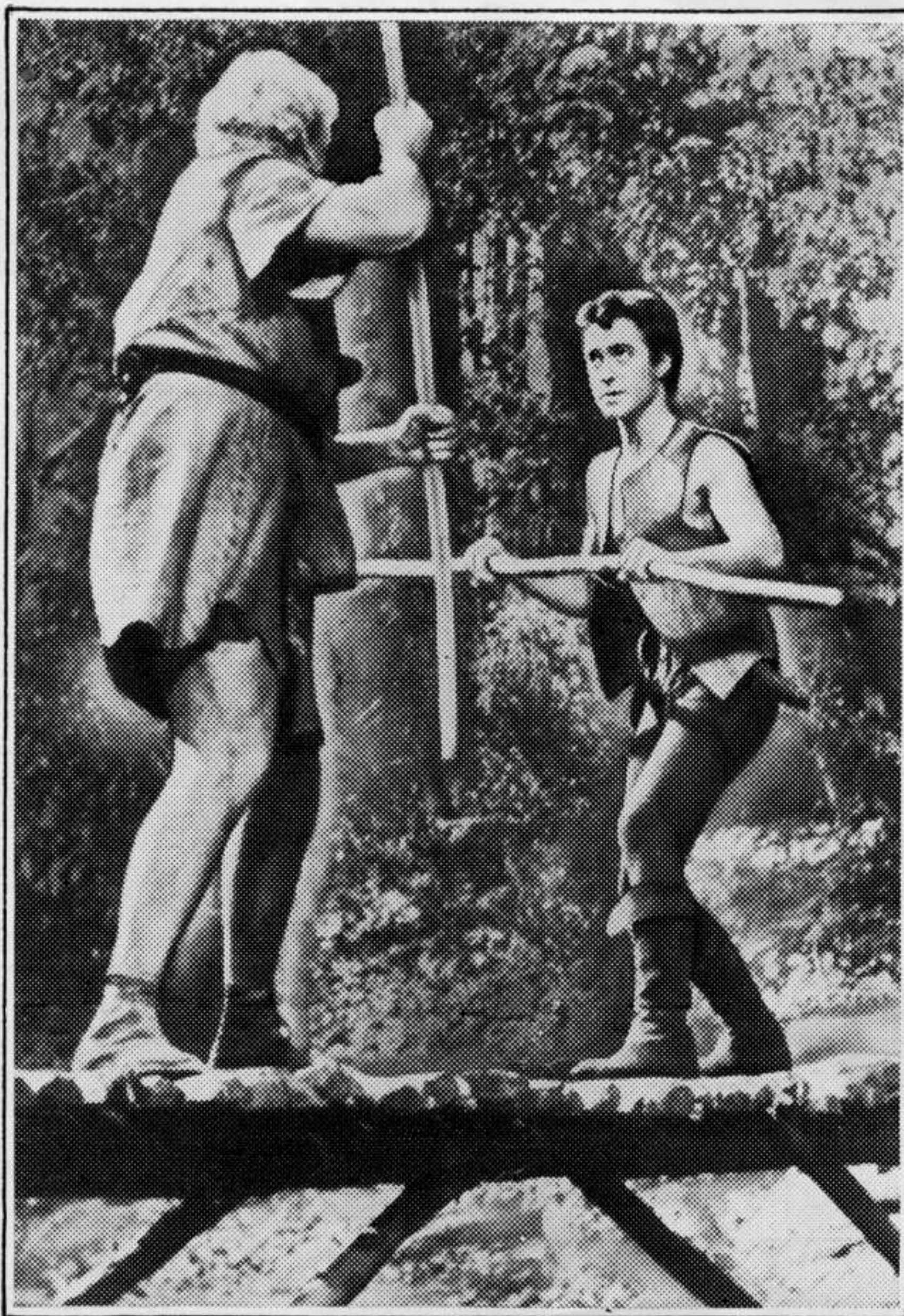
## Robin Hood's Retreats Are Captured by Walt Disney

Almost as well known by name as the famous outlaw who took refuge in it with his comrades in Lincoln Green, is Sherwood Forest, lair of Robin Hood.

Portions of the ancient woodland with its great oaks and beeches still exist in north central England, with new generations of trees constantly replacing the old. The appearance of the place is the same as it was in the days when Robin and his merrie but deadly bowmen defied the cruel Sheriff of Nottingham and boldly flouted tyrannical authority.

Here the Technicolor cameras of Walt Disney's all live-action feature, the "Story of Robin Hood," found authentic background to recreate time and place for the stirring exploits of the outlawed patriot. The Disney production was made entirely in England with a brilliant cast headed by Richard Todd starred as Robin and introducing a fiery new screen personality, Joan Rice, as Maid Marian. Perce Pearce produced for Disney, and Kenneth Annakin directed from a screenplay by Lawrence E. Watkin. They bring the world's most celebrated saga alive in Technicolor splendor.

RKO Radio releases.



## Winner Has the Right of Way

Skill with a quarterstave is an essential talent in Sherwood Forest, as Little John demonstrates when he meets Robin Hood. Richard Todd stars as the famed hero in Walt Disney's "Story of Robin Hood," and James Robertson Justice is Little John. Featured in the lavish all-live-action Technicolor production is Joan Rice as Maid Marian. RKO Radio distributes the film, which Kenneth Annakin directed.

MAT 2-G

(Still No. RH X-3, Set "A")



The  
**ADVENTURE**  
of a lifetime  
...in the  
**ROMANCE**  
of the year!

Flashing excitement,  
tumultuous thrills, high-  
hearted romance . . . as the  
gallant outlaw of Sherwood  
Forest strikes back  
at tyranny!



Walt Disney  
Productions

The **ADVENTURE** of a lifetime  
in the **ROMANCE** of the year!

Feel flashing  
excitement, tumultuous  
thrills, high-  
hearted daring . . . as  
Robin and his merry  
men hold sway in Sher-  
wood Forest!


Walt  
Disney's  
STORY OF  
**ROBIN HOOD**  
AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**  
STARRING  
**RICHARD TODD** with **JOAN RICE**  
Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN



© Walt Disney Productions

**MAT 204**  
2 cols. x 76 lines (5½ in.); total, 152 lines

Walt Disney's  
STORY OF  
**ROBIN HOOD**  
AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**  
STARRING  
**RICHARD TODD** with **JOAN RICE**  
Directed by KENNETH ANNAKIN • Produced by PERCE PEARCE  
Screenplay by LAWRENCE E. WATKIN



Even their NAMES spell ADVENTURE!  
Fighting Friar Tuck  
Towering Little John  
Villainous  
Sheriff of Nottingham  
Dashing Will Scarlet  
Minstrel Alan-A-Dale  
— and many, many more!

**MAT 207**  
2 cols. x 151 lines (10¾ in.); total, 302 lines

THE ROMANTIC ADVENTURE  
of the year!

A wealth  
of suspense  
and excitement  
... a king's ransom  
in spectacular thrills  
... a treasure of comedy  
and song — in this great  
entertainment event!

Walt Disney's  
STORY OF  
**ROBIN HOOD**  
AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**  
STARRING  
**RICHARD TODD**  
WITH **JOAN RICE**  
Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN



Their very names spell  
adventure: FRIAR TUCK,  
LITTLE JOHN, ALAN-A-  
DALE, WILL SCARLET,  
PRINCE JOHN, SHERIFF OF  
NOTTINGHAM!

**MAT 206**  
2 cols. x 125 lines (9 in.); total, 250 lines

THE YEAR'S  
MOST EXCITING  
ADVENTURE-  
ROMANCE!

Walt Disney's STORY OF  
**ROBIN HOOD**  
Color by **TECHNICOLOR**  
AN ALL-LIVE-ACTION PICTURE  
STARRING  
**RICHARD TODD** with **JOAN RICE**  
Produced by PERCE PEARCE • Directed by KENNETH ANNAKIN • Screenplay by LAWRENCE E. WATKIN



**MAT 202**  
2 cols. x 38 lines (2¾ in.); total, 76 lines



## "Robin Hood" Brings Romance, Gallantry, Adventure and Fun

One of the most robust tales of gallantry and adventure, of romance and danger, of courage and merriment has been brought to the screen in Walt Disney's "Story of Robin Hood."

Made in Technicolor on location in Sherwood Forest, the all-live-action film stars Richard Todd as the famed hero and introduces a new screen personality, Joan Rice, in the role of Maid Marian.

Such delightful characters as Friar Tuck, the merry monk; De Lacy, the villainous Sheriff of Nottingham; the bearded giant, Little John; Allan-A-Dale, famed minstrel; and Will Scarlet, Robin's loyal and fearless follower, come to life in the lavish Disney production, as portrayed respectively by James Hayter, Peter Finch, James Robertson Justice, Elton Hayes and Anthony Forwood. The cast is dotted with names of England's outstanding stage and screen personalities. The gracious Queen Eleanor, mother of adventurous Richard the Lionheart (Patrick Barr), and the dishonestly ambitious Prince John (Hubert Gregg), is portrayed by Martita Hunt.

RKO Radio distributes the "Story of Robin Hood."



### Romance in Sherwood Forest

Robin Hood and Maid Marian continue on their fearless adventures despite growing danger, in Walt Disney's "Story of Robin Hood." Produced in Technicolor, the superb all-live-action film stars Richard Todd as Robin Hood and features Joan Rice as a lovely Maid Marian. RKO Radio distributes.

**MAT 2-D**

(Still No. RH Adv. 77, Set "B")

*Among the famed writers who referred to the merrie hero of Sherwood Forest were Tennyson, Macaulay, Washington Irving, Shakespeare, Spencer and Chaucer, but the liveliest interpretation of that famed forer is Richard Todd's. Todd stars in Walt Disney's live-action production, the "Story of Robin Hood," a vast Technicolor production. Made on location in Sherwood Forest, the film is distributed by RKO Radio, and introduces Joan Rice as Maid Marian.*

*Said to be the only woman art director in the film business is England's Carmen Dillon. Her designs for Sir Lawrence Olivier's "Hamlet" captured an Academy Oscar. Currently, she is represented by the lavish but authentic designs of the castles, villages, and general pageantry of 12th century England in Walt Disney's Technicolor production, the "Story of Robin Hood." The live-action drama stars Richard Todd and introduces Joan Rice as Maid Marian. RKO Radio distributes.*

## Thrills and Romance

The savage battle between Robin Hood and his band of merrie but deadly men and the forces headed by the notorious Sheriff of Nottingham in Walt Disney's "Story of Robin Hood" serves to remind modern audiences how dangerous were "the good old days."

King Richard, the Lionheart, was being held for ransom after his defeat by the Saracens in the Third Crusade. At home Robin and his bowmen were resisting efforts of Prince John, Richard's brother, to usurp the throne of central England in the absence of the monarch.

The savage culminating battle swirls around the wagons carrying the ransom money collected by the Queen Mother.

Starred in the live-action Technicolor production is Richard Todd who makes a convincing and understandable hero. Opposite him, portraying Maid Marian, his childhood sweetheart who returns from the court to take up her life as one of his loyal followers, is a sparkling new screen personality, Joan Rice.

RKO Radio distributes the exciting and spectacular production.

### Twelfth Century Music

The songs which were sung and whistled some 800 years ago in 12th century England are echoed in the minstrelsy of Walt Disney's elaborate all-live-action production, the "Story of Robin Hood."

Medieval ballads, currently sung in the film by Allan-A-Dale (Elton Hayes) were checked from earliest musical records in the British Museum.

Lawrence E. Watkin, who wrote the screenplay, scored a group of chants. These were set to authentic period melody by Eddie Pola and George Wyle to form an important element of the Technicolor film.

Richard Todd is starred as Robin, and Joan Rice, a sparkling new screen personality, is introduced as the gay and courageous Maid Marian.

RKO Radio distributes the spectacular production, in color by Technicolor.

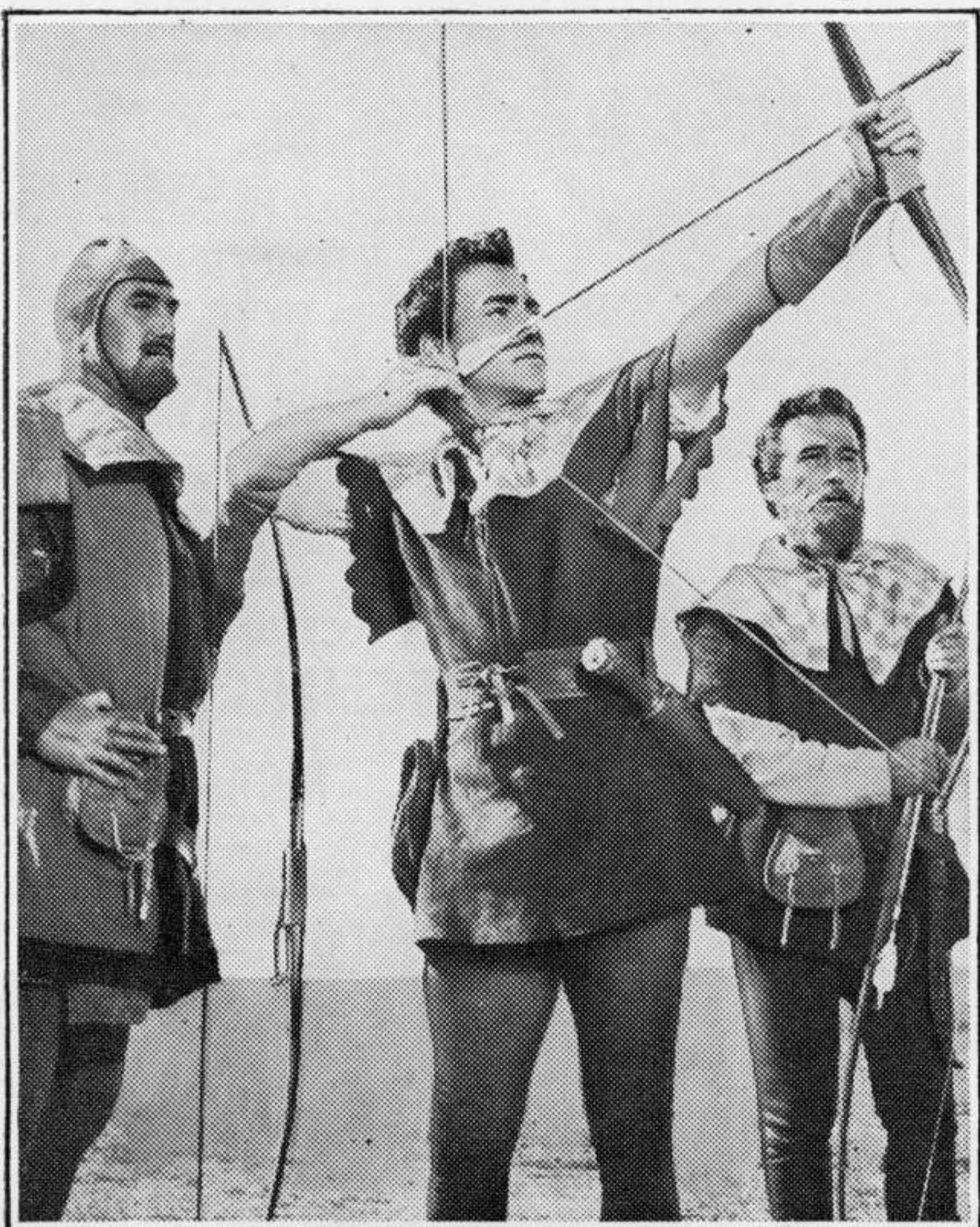
## Walt Disney Master Of Two Film Fields

Walt Disney's live-action productions are rapidly attaining the vast popularity which his cartoon fantasies enjoy, and his most recent, the "Story of Robin Hood" comes to the screen in a lavish all-live-action Technicolor production.

Like its swashbuckling predecessor, "Treasure Island," the fact-legend celebrates a famed rebel, as the hero of Sherwood Forest and his merry band of rogues tear through the wooded dells and glens of the real Sherwood Forest in England, where the film was made.

Starring Richard Todd as Robin and introducing a strikingly beautiful young player, Joan Rice, in the role of Maid Marian, the Disney version of Robin Hood captures the manners, conditions, pace, and atmosphere of medieval England.

RKO Radio distributes.



### The Hero of Sherwood Forest

Richard Todd, starred as Robin Hood, demonstrates his skill with the long bow in Walt Disney's "Story of Robin Hood," magnificent production in Technicolor which RKO Radio distributes. Featured is Joan Rice as the intrepid Maid Marian in the all-live-action film.

**MAT 2-B**

(Still No. RH 23, Set "A")



### Joan Rice, a Beguiling Maid Marian

Featured as one of the most alluring Maid Marians that ever joined the Merrie Men of Sherwood Forest, is Joan Rice. Starring in the title character of Walt Disney's Technicolor production, the "Story of Robin Hood," is Richard Todd. RKO Radio distributes the all-live-action film.

**MAT 2-F**

(Still No. RH Pub. A-39, Set "B")

**ROUSING  
EXCITEMENT!  
HIGH-HEARTED  
ROMANCE!**



The stirring adventures and daring escapades of the world's most gallant outlaw!

**Walt Disney's  
STORY OF  
ROBIN HOOD**

Color by **TECHNICOLOR**  
AN ALL-LIVE-ACTION PICTURE

STARRING  
**RICHARD TODD**  
with **JOAN RICE**

Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN



© Walt Disney Productions

**MAT 106**

102 lines (7 1/4 in.) on 1 col.

**FLASHING EXCITEMENT!  
TUMULTUOUS  
THRILLS!**



Rousing adventure with the clash of steel and the twang of bows ringing the challenge of a gallant few against the haughty foes of freedom!

**Walt Disney's  
STORY OF  
ROBIN HOOD**

AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**

STARRING  
**RICHARD TODD** with **JOAN RICE**

Produced by PERCE PEARCE • Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN

Their very names spell adventure: FRIAR TUCK, LITTLE JOHN, ALAN-A-DALE, WILL SCARLET, PRINCE JOHN, SHERIFF OF NOTTINGHAM!



© Walt Disney Productions

**MAT 301**—3 cols. x 99 lines (7 in.); total, 297 lines



**ADVENTURE'S  
FAVORITE HERO!**

Excitement... romance... suspense—as the gallant rogue of Sherwood Forest storms the citadels of evil and the heart of a lovely maid!

**Walt Disney's  
STORY OF  
ROBIN HOOD**

AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**

STARRING  
**RICHARD TODD** with **JOAN RICE**

Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN

© Walt Disney Productions

Join forces with:  
FRIAR TUCK, LITTLE JOHN, ALAN-A-DALE, WILL SCARLET and ROBIN HOOD, himself.



**MAT 205**

2 cols. x 100 lines (7 1/4 in.); total, 200 lines



The ADVENTURE of a lifetime... in the ROMANCE of the year!

AN ALL-LIVE-ACTION PICTURE

**Walt Disney's  
STORY OF  
ROBIN HOOD**

Color by **TECHNICOLOR**

STARRING  
**RICHARD TODD**  
with **JOAN RICE**

Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN

© Walt Disney Productions

**MAT 104**

67 lines (4 3/4 in.) on 1 col.

**ADVENTURE'S MOST  
GALLANT ROGUE!**



He defies an army to defend his king and protect a maid!

**Walt Disney's  
STORY OF  
ROBIN HOOD**

Color by **TECHNICOLOR**  
AN ALL-LIVE-ACTION PICTURE

STARRING  
**RICHARD TODD**  
with **JOAN RICE**

Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN

© Walt Disney Productions

**MAT 105**

80 lines (5 3/4 in.) on 1 col.

# THE WORLD'S MOST EXCITING TALE OF ADVENTURE AND ROMANCE!

Re-live the lusty, gusty days of  
flashing swords and dashing  
deeds...and the merry men of  
Sherwood Forest whose  
courage warms  
every heart!



Walt  
Disney's  
STORY OF

# ROBIN HOOD

AN ALL-LIVE-ACTION PICTURE

Color by **TECHNICOLOR**

STARRING

**RICHARD TODD**

WITH **JOAN RICE**

Produced by PERCE PEARCE  
Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN

© Walt Disney  
Productions

You'll love — or  
hate — each one:  
FIGHTING FRIAR TUCK  
TOWERING LITTLE JOHN  
VILLAINOUS PRINCE JOHN  
DASHING WILL SCARLET  
TRAITOROUS SHERIFF  
OF NOTTINGHAM  
— and many, many  
more!

Distributed by  
**R K O  
RADIO**

**MAT 303**—3 cols. x 168 lines (12 in.); total, 504 lines



**MAT 201**

2 cols. x 14 lines (1 in.); total, 28 lines

A WEALTH OF SUSPENSE AND EXCITEMENT

in the periled  
glades of  
Sherwood  
Forest!



High-hearted adventure  
and dangerous romance  
flood the screen, when  
Robin Hood and his  
merry men make their  
gallant fight for  
freedom!

Walt Disney's  
STORY OF

# ROBIN HOOD

Color by **TECHNICOLOR**  
AN ALL-LIVE-ACTION PICTURE

STARRING **RICHARD TODD** WITH **JOAN RICE**

Produced by PERCE PEARCE • Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN



© Walt Disney Productions



You'll love — or hate — each one:

FIGHTING FRIAR TUCK  
TOWERING LITTLE JOHN  
EVIL SHERIFF OF NOTTINGHAM  
DASHING WILL SCARLET

VILLAINOUS PRINCE JOHN  
MINSTREL ALAN-A-DALE

KING RICHARD THE LIONHEARTED

LOVELY MAID MARIAN — and many more!



401

MAT 401—4 cols. x 150 lines (10<sup>3</sup>/<sub>4</sub> in.); total, 600 lines



MAT 101

16 lines (1<sup>1</sup>/<sub>4</sub> in.) on 1 col.



MAT 102

31 lines (2<sup>1</sup>/<sub>4</sub> in.) on 1 col.



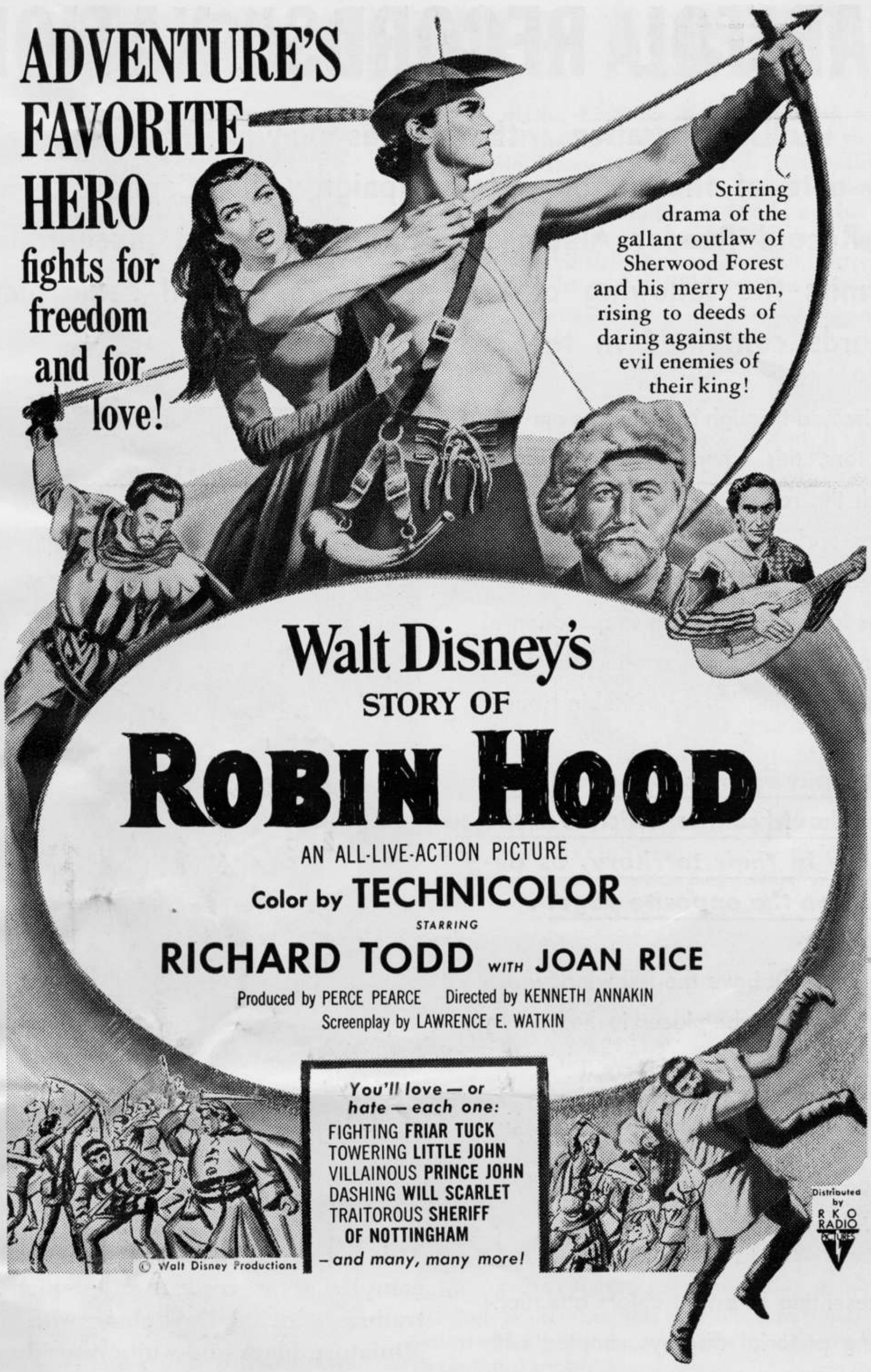
MAT 103

54 lines (3<sup>3</sup>/<sub>4</sub> in.) on 1 col.

**ADVENTURE'S  
FAVORITE  
HERO**

**fights for  
freedom  
and for  
love!**

Stirring  
drama of the  
gallant outlaw of  
Sherwood Forest  
and his merry men,  
rising to deeds of  
daring against the  
evil enemies of  
their king!



Walt Disney's  
STORY OF  
**ROBIN HOOD**

AN ALL-LIVE-ACTION PICTURE  
Color by **TECHNICOLOR**

STARRING  
**RICHARD TODD WITH JOAN RICE**

Produced by PERCE PEARCE Directed by KENNETH ANNAKIN  
Screenplay by LAWRENCE E. WATKIN



You'll love — or  
hate — each one:  
FIGHTING FRIAR TUCK  
TOWERING LITTLE JOHN  
VILLAINOUS PRINCE JOHN  
DASHING WILL SCARLET  
TRAITOROUS SHERIFF  
OF NOTTINGHAM  
— and many, many more!



Distributed  
by  
**R K O  
RADIO  
PICTURES**

**MAT 302**—3 cols. x 135 lines (9¾ in.); total, 405 lines

**HE STEALS YOUR HEART**  
in the year's adventure-romance!

The flashing exploits and  
dashing courage of the  
world's best-loved rogue!

Walt Disney's  
STORY OF  
**ROBIN HOOD**

Color by **TECHNICOLOR**  
STARRING **RICHARD TODD WITH JOAN RICE**

Produced by PERCE PEARCE • Directed by KENNETH ANNAKIN • Screenplay by LAWRENCE E. WATKIN

AN ALL-LIVE-ACTION PICTURE

**MAT 203**  
2 cols. x 55 lines (4 in.); total, 110 lines

# CAPITOL RECORDS' NATION-WIDE PROMOTION

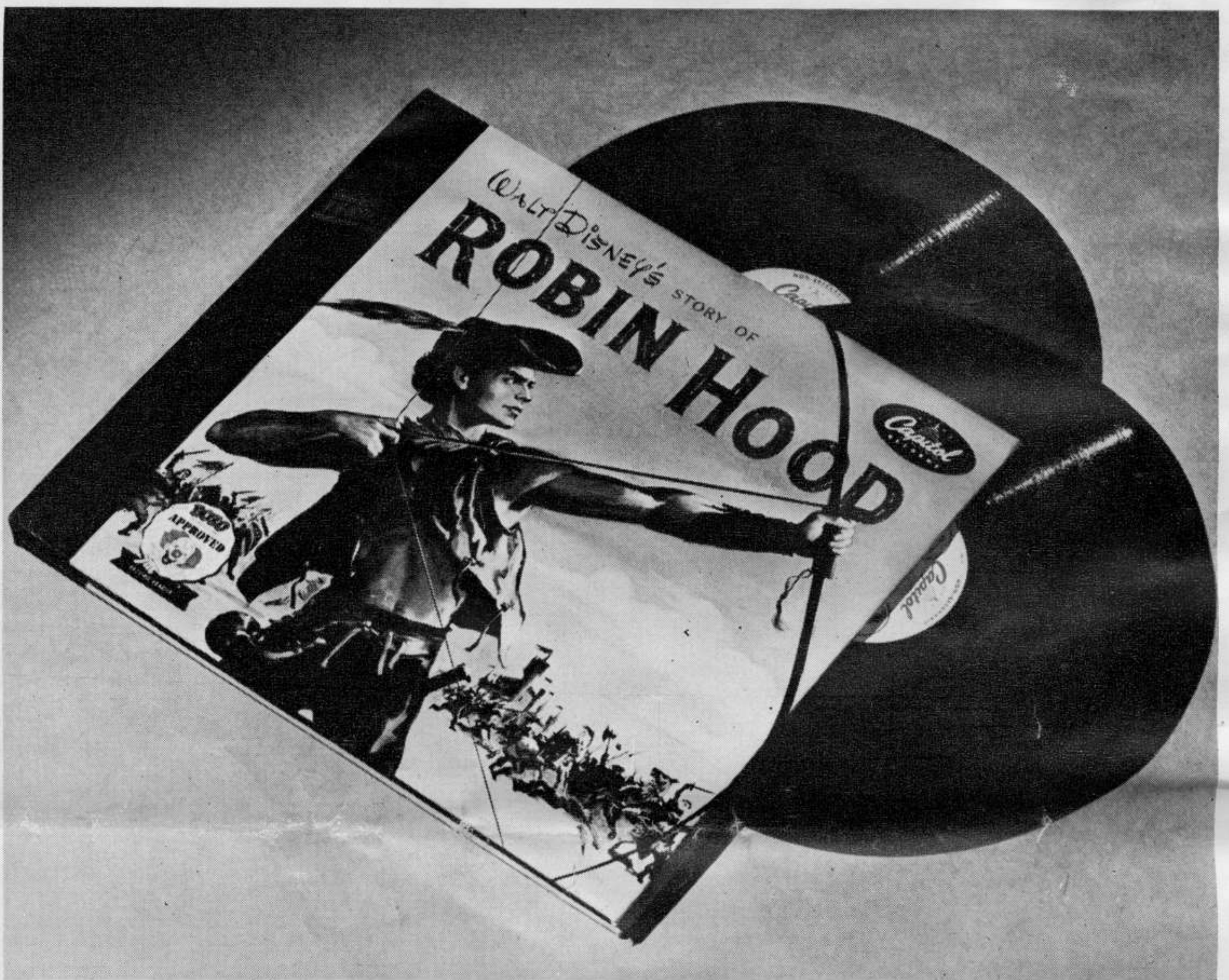
Full cooperation with theatres playing Walt Disney's "STORY OF ROBIN HOOD" is the key-note of the nation-wide campaign which Capitol Records has set up for the distribution of its Record Reader Album for children—a novel presentation of the Walt Disney attraction which permits the following of the story through full-color pictures and text while listening to the records contained in the back of the album.

Directed through its branches and distributors, this campaign is geared to reach the retailers in even the smallest towns and cities, with emphasis maintained throughout on the mutual advantages to be had through cooperation of the record merchandiser and the local theatre playing "Story of Robin Hood."

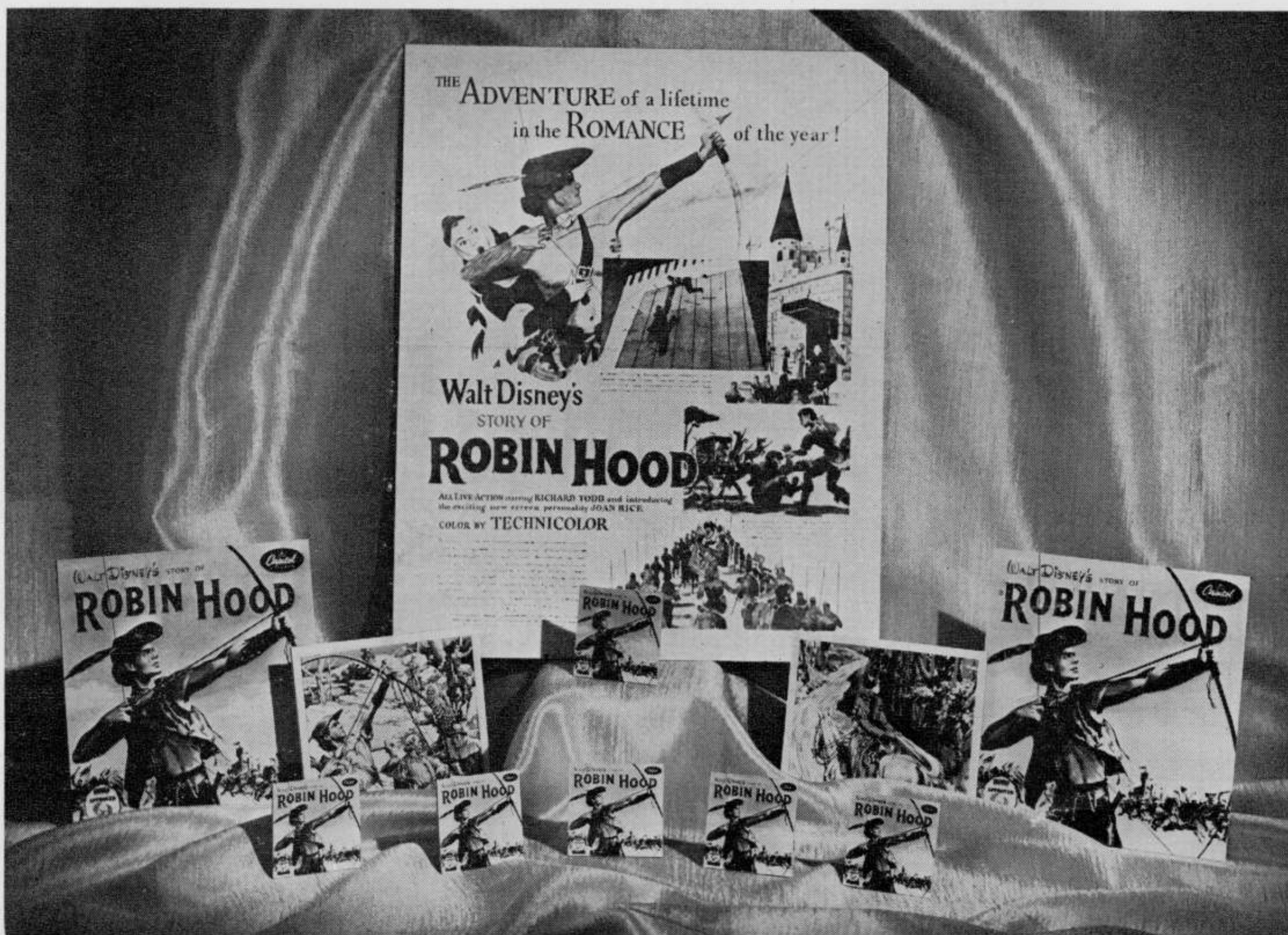
**To benefit by these tie-ups exhibitors should contact officials of the branch in their territory, as detailed on the opposite page.**

Over and above the full window displays created to be placed in the leading record stores in key cities, Capitol Records is supplying dealers everywhere with streamers, banners and cutouts of Robin Hood which can be used as counter-cards in the records stores.

Presenting in bright colors attention-getting pictorial displays coupled with the title of the film, this material in itself



This is Capitol's "ROBIN HOOD RECORD READER ALBUM." In addition to the complete set of records on the picture, the album embraces 40 pages of full-color illustrations which follow along with the voices and sound effects heard on the records. Miniature black-and-white reproductions of a few of these illustrations appear on the opposite page.



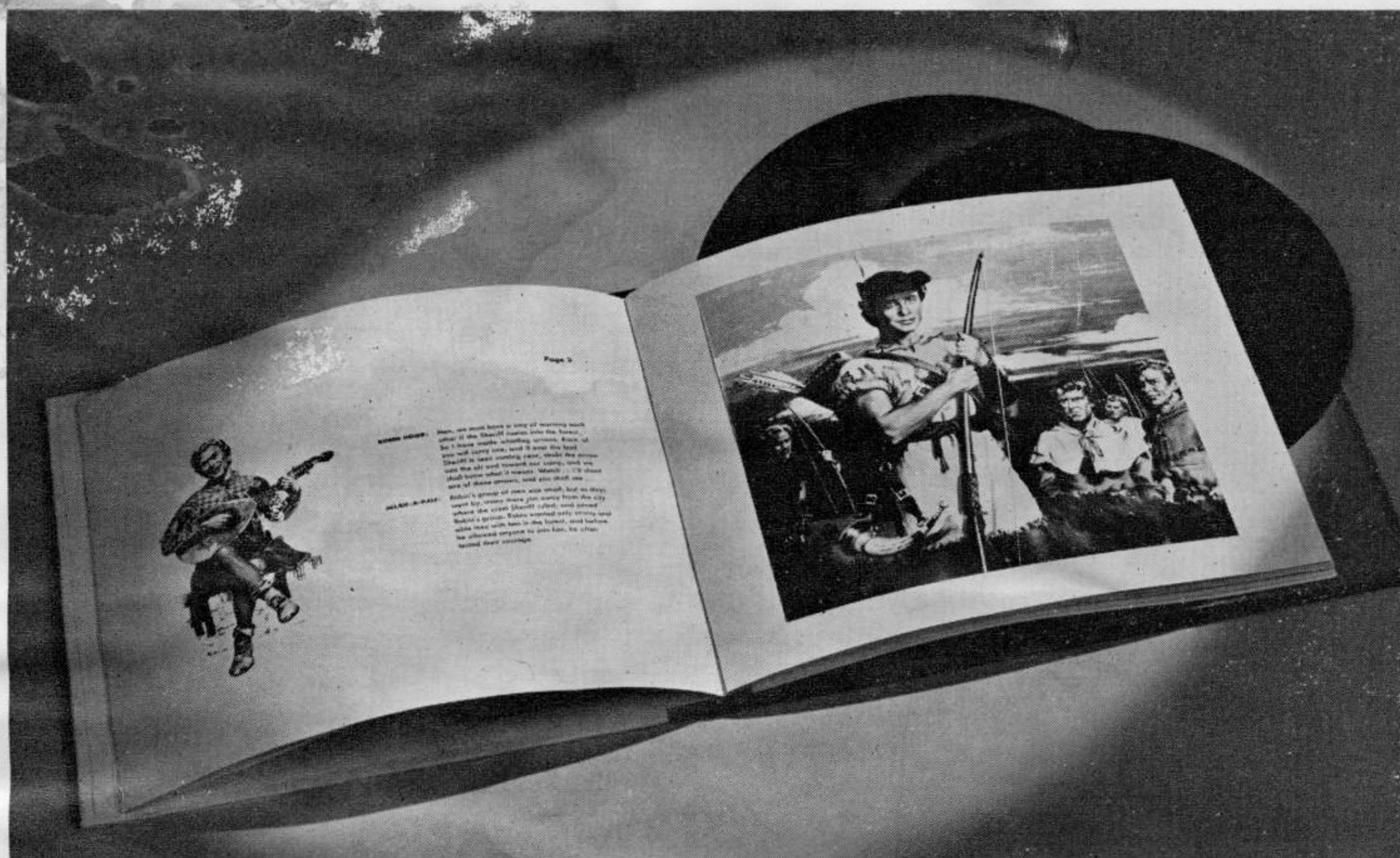
Here is a Capitol dealer's window display on the "Robin Hood" Record Reader. It is part of the Capitol policy to make available to its dealers a wide variety of window-display helps, some of which are shown in the example reproduced. Note the large poster devoted to the motion picture itself.

constitutes valuable incentive for attendance at the local theatre. In addition, wherever practical this dealer display material bears the direct injunction to "See the movie!" — with opportunity for tie-in of theatre name and playdates.

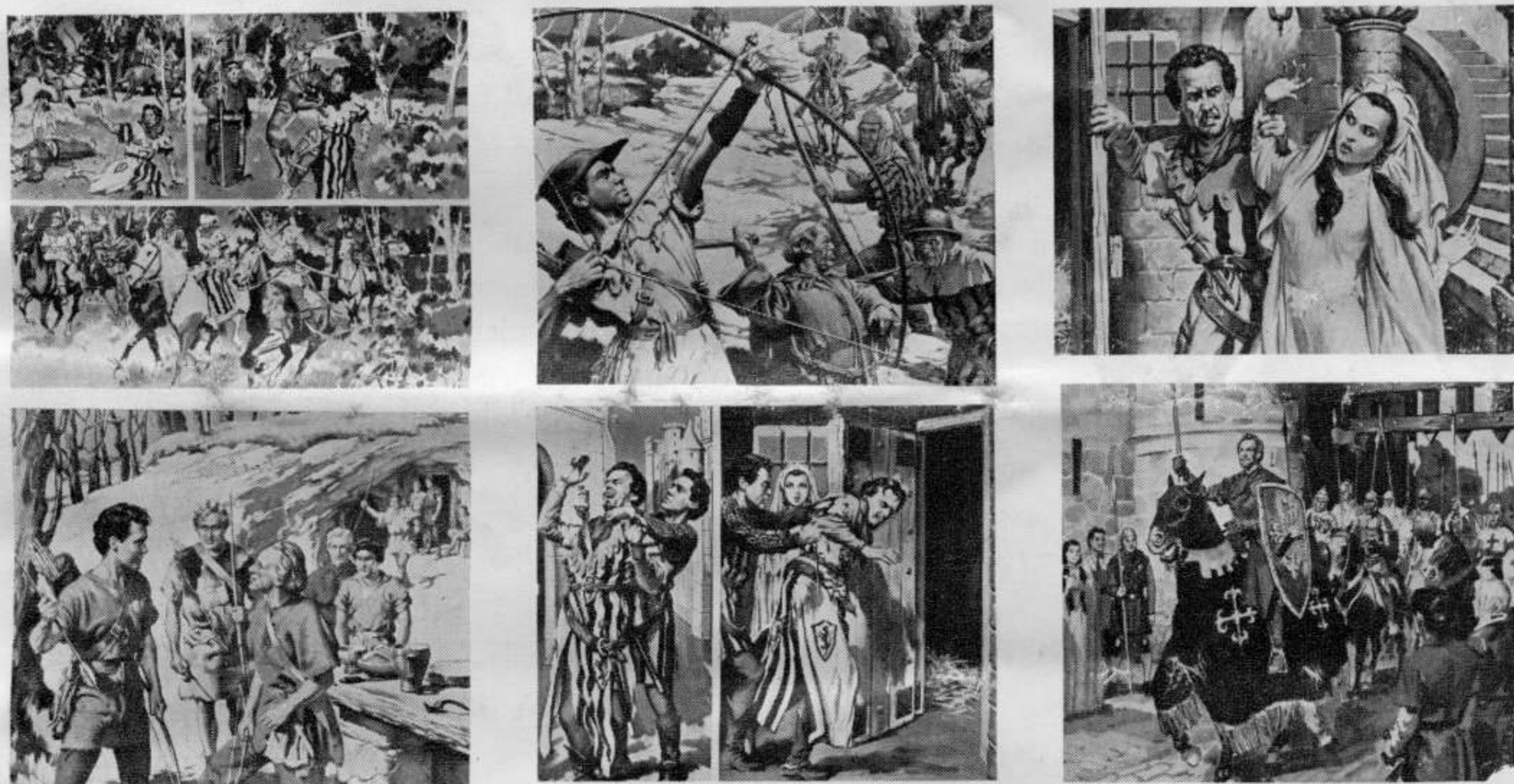
Full-page ads on both the picture and the album are slated to appear in Capitol Records' many and varied house organs, such as *Record News* and *Music News*. The latter, a publication geared to popular consumption, has a circulation of 500,000 copies, and is sold by dealers to their customers at 2c a copy.

Other advertising is scheduled to break simultaneously with the distribution of the albums, appearing in the national press serving the amusement trades, and including *BILLBOARD*, *VARIETY* and *CASH BOX*.

# ON ITS ROBIN HOOD RECORD READER ALBUM!



This view of the "Robin Hood" Record Reader Album open shows a spread with the full-color illustrations and the arrangement of text; there are 40 pages of illustrations, in addition to the complete complement of records.



Black and white miniatures of some of the full-page full-color illustrations.

Displays of the RECORD READER ALBUM can be made an attractive item in the lobbies of theatres playing the "Story of Robin Hood." Since such displays might lead to sales, the dealer's wholesale price-scale will be extended to exhibitors for these albums. Arrangements should be made through the branch and distributor serving your territory, as shown on the list printed below on this page.



"MUSIC NEWS," which has a national circulation of some 300,000 copies to the public, plugs the Capitol Album, and carries a still from "Robin Hood" on its cover.



Capitol's "RECORD NEWS," which is distributed through trade channels and has a national circulation of 225,000 copies, features "Robin Hood" in text and pictures.

## District Sales Offices, Branch Offices and Distributors

**DIST. SALES OFF. No. 1 (Boston)** Al Latauska, 113 Dedham Ave., Needham, Mass. **Needham 3-3206**

111 BOSTON BR. J. F. Broderick, 273 Huntington Ave., Boston 15, Copley 7-2590

112 HARTFORD BR. John Warner, 25 Pleasant St., Hartford 5, Telephone—2-1112

113 SCRANTON BR. Eugene Weiss, 500 Wyoming Ave., Scranton 3, Telephone Scranton 2-8177

414 SYRACUSE DISTR. (L. Gordon Distr. Co. Inc., 1718 Erie Blvd., Telephone 72-4456

**DIST. SALES OFF. No. 2 (New York)** Hal Cook, 1730 Broadway, New York 19, Plaza 7-7470

Promotional Mgr., Don Owens (Beechwood & Ardmore)—Circle 5-5685

121 NEW YORK BR. Al Levine, 253 W. 64th St., New York 29, Telephone—Judson 7-4374

122 NEWARK BR. Irving Jerome, 83 Lock St., Newark 4, Telephone Market 3-7086

**DIST. SALES OFF. No. 3 (Fort Wayne)** Max Callison, 4318 S. W. Anthony Wayne Dr., Ft. Wayne, Inc. Telephone—Harrison 9-0418

231 CLEVELAND BR. Thorpe Thompson, 104 St. Clair Ave. N. W. Cleveland 13, Telephone—Main 2244

232 DETROIT BR. John Maitland, 40 Seldon Ave., Detroit 1, Telephone—Temple 1-0510

233 BUFFALO BR. Don Harris, 1066 Main St., Buffalo 9, Lincoln 8371

234 PITTSBURGH BR. Peter Goyak, 2020 W. Liberty Ave., Pittsburgh 20, Telephone—Locust 1-5516

**DIST. SALES OFF. No. 4 (Chicago)** Gordon Fraser—Chicago Branch

Promotional Mgr., Don Foreman

241 CHICAGO BR. Norman Paisley, 1449 S. Michigan Ave., Chicago 5, Ill. Harrison 7-3500

242 MINNEAPOLIS BR. Lynne Jenks, 21 E. Hennepin Ave., Minn. 1, Telephone—Geneva 0361

243 MILWAUKEE BR. George Gerken, 1434 N. Farwell Ave., Milwaukee 2, Broadway 2-3883

444 SOUTH BEND DISTR. (S. B. Radio Distr. Co. 432 Carroll St. S. B. 4) Carl Trattles, Tel. 3-1119

**DIST. SALES OFF. No. 5 (Kansas City)** Max Luthey, 5805 Walmer, Mission, Kansas Hedrick 3078

251 KANSAS CITY BR. Ioe Gleeson, 1527 McGee St., K. C. 8, Grand 1692

252 ST. LOUIS BR. Robert Carroll, 1407 Pine Street, St. Louis 3, Chestnut 2797

453 DES MOINES DISTR. (Gifford-Brown, Inc. 1326 W. Walnut, D.M. 9) Orville Marshall Tel. 3-1257

454 OMAHA DISTR. (Mueller & Selby, Inc. 1024 Farnam St. Omaha 8) Robert Osborne, Webster 4114

**DIST. SALES OFF. No. 6 (Cincinnati)** Lloyd Cook, 1701 Sherwood Lane, Nashville, Tenn. Nashville 28-1615

261 CINCINNATI BR. Paul Goetz, 815 Sycamore St., Cincinnati 2, Telephone—Main 3137

462 LOUISVILLE DISTR. (Foster Distr. Co. 409 W. Main St., Louisville 2) Bob Colglazier Wabash 5339

463 INDIANAPOLIS DISTR. (Radio Distr. Co. P. O. Box 1298, Ind. 6) Don Squires Lincoln 2441

464 KNOXVILLE DISTR. (Chapman Drug Co. 516-518 State St. Knox. 2) Sam Jenkins Telephone—2-3161

465 MEMPHIS DISTR. (Glenn Allen Co. 1146 Union Ave., Memphis 8) Glenn Allen Telephone —2-1385

**DIST. SALES OFF. No. 7 (Philadelphia)** Victor Blanchard—Philadelphia Branch (Prom. Mgr. Simon Paul)

171 PHILADELPHIA BR. George Mansour, 1327 N. Broad St., Philadelphia 22, Stevenson 7-5022

472 WASHINGTON D. C. DISTR. (Nelson & Co. Inc. 3020 12th St., N.E. Wash. 17) Jack Loetz Lawrence 6300

473 BALTIMORE DISTR. (Nelson & Co. Inc. 1000 S. Linwood Ave. Balt. 24) Art Nelson Broadway 2237

**DIST. SALES OFF. No. 8 (Atlanta)** Don Comstock—Atlanta Branch

181 ATLANTA BR. Dave Penley, 535 Courtland St. N. E. Atlanta 3, Atwood 4433

182 CHARLOTTE BR. William Walton, 614 W. Morehead, Charlotte 2, Telephone 3-3153

483 NEW ORLEANS DISTR. (Mallory Dist. Co. 630 Baronne St. N.O. 12) Melvin Mallory Tulane 6531

484 MIAMI DISTR. Telfair-Stockton & Co. Inc. c/o Florida Record & Music Co. 741 S. W. 8th Street, Miami 36, Florida, Overton Ganong, Telephone—Miami 3-8414

**DIST. SALES OFF. No. 9 (Dallas)** Ray Marchbanks—Dallas Branch

391 DALLAS BR. Richard J. Rising, 1801 N. Industrial Blvd. Dallas 2, Randolph 8188

392 OKLAHOMA CITY BR. Marion Ehemann, 416 N. Lee St., Oklahoma City 3, Regent 6-5531

493 HOUSTON DISTR. (R. Warncke Co. 3445 Leeland Ave., Houston 2) R. Gardner, Charter 4-9350

494 SAN ANTONIO DISTR. (R. Warncke Co. 121 Navarro St., San Antonio 5) R. Warncke, Fennin 2236

495 DENVER DISTR. (Boyd Distr. Co. Inc., 20 W. 13th Ave. Den. 4) Ivan B. Conwell, Acoma 2631

496 EL PASO DISTR. (Boyd Distr. Co. Inc., 2209 Mills St. El Paso) Paul Boyd Telephone 4-7407

**DIST. SALES OFF. No. 10 (Los Angeles)** Floyd Bittaker—Los Angeles Branch

Promotional Mgr., Joe Matthews

301 LOS ANGELES BR. Ed Nielsen, 318 W. 15th St., Los Angeles 15, Prospect 6377

302 SAN FRANCISCO BR. Robert Camp, 512 Brannan St., S. F. 7, Yukon 2-6565

303 SEATTLE BR. William Tallant, 620 Eastlake Ave., Seattle 9, Elliott 4788

404 HONOLULU DISTR. (Nylon Bros. & Co. Ltd. P.O. Box 2958, Hono. 2, T.H.) Howard Nichols—Tel. 5-5931

405 BILLINGS DISTR. (Central Distr. Co. P. O. Box 1551, Billings) R. J. Williams, Telephone—8447

406 SALT LAKE DISTR. (Mt. States Distr. Inc. 622 S. State St. S.L.C. 14) Mert Draper Tel. 9-3785

## ROBIN HOOD CAPTURED!

All the thrills of the Walt Disney Movie captured in the new Capitol Record-Reader\* for children



Greatly reduced facsimile of the Capitol Dealer's Co-op Ad, size 3 columns by 11½ inches deep. Other ads are 2 cols. by 8 inches and 1 col. x 5 inches. Mats are furnished dealers. These ads are addressed to the public and advise the reader to see "Story of Robin Hood" at the local theatre.

# ROBIN HOOD FLOUR MAMMOTH PROMOTION

A national campaign—with a budget estimated at over \$350,000—is the promotion of ROBIN HOOD FLOUR by the International Milling Company, through its division devoted to the distribution of this popular brand. Starting well in advance of the release of Walt Disney's "Story of Robin Hood," and running throughout the season, this campaign utilizes every channel of promotion to impress the public on the desirability of seeing the motion picture at the local theatre—and using the flour in their homes.

**Robin Hood Flour Salutes**

Walt Disney's  
STORY OF  
**ROBIN HOOD**  
COLOR BY TECHNICOLOR  
WITH THESE  
Golden Arrow Merrie Men

**ROBIN HOOD Golden Arrow Merrie Men**

4 squares baking chocolate  
1/2 cup shortening  
2 cups sugar  
4 eggs, unbeaten  
1 tsp. vanilla

1 1/2 cups sifted Robin Hood Enriched Flour  
1 tsp. baking powder  
1 tsp. salt  
1 cup chopped nuts

MELT chocolate and shortening together in top of double boiler; remove from heat.  
ADD sugar, eggs, and vanilla, beating well.  
SIFT remaining dry ingredients together into a bowl; add nuts.  
ADD chocolate mixture to dry mixture, stirring until batter is smooth.  
POUR into a greased 12 x 9 1/2 x 2" oblong pan.  
BAKE in a moderate oven (350° F.) for 30-35 min.  
COOL slightly, then frost with green Mint Icing.  
CUT and decorate each piece with a golden arrow made of yellow Mint Icing.

**MINT ICING**

5 tbsp. soft shortening  
1/2 tsp. mint flavoring  
4 cupfuls confectioners' sugar  
CREAM shortening and mint flavoring well.  
ADD alternately, confectioners' sugar and cream.  
REMOVE 1/4 cup of icing and mix with few drops of yellow coloring.  
ADD a few drops green coloring to remaining icing.

5 tbsp. cream  
1/2 tsp. yellow coloring  
green coloring

A great film! A great flour! Robin Hood!

See this great movie when it comes to your neighborhood. And bake these delicious Golden Arrow Merrie Men that Rita Martin, Robin Hood Home Economist, has developed in honor of the occasion.

Robin Hood is the happy family flour. Use it for all your baking and make your family happy with cakes and pies and biscuits that are just out of this world.

Ask your grocer for Robin Hood Flour today!

**Robin Hood FLOUR**  
the happy family flour!

Get this Magnificent Robin Hood Golden Arrow Pin!  
Yours for Only 50¢

A beautiful miniature replica of the Golden Arrow won by Robin Hood and presented by him to Maid Marion. Magnificently hand-set with lustrous Jewel Pearls.

Wear this pin when you see the film. To get yours, send us 50¢ together with the figure of Robin Hood from any bag of Robin Hood Flour. If Robin Hood Flour is not available in your neighborhood and you would like a pin, just mail us \$1.50 and we will send you one.

This offer expires December 31st, 1932.

**ROBIN HOOD FLOUR**  
Box 90, Chicago, Ill.

Rush me a Robin Hood Golden Arrow Pin. I enclose 50¢ and the figure of Robin Hood from a bag of Robin Hood Flour. If no figure of Robin Hood is enclosed, send \$1.50.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

See Walt Disney's Story of ROBIN HOOD in Technicolor, at Your Local Movie Theatre

This small black-and-white reproduction is of the full-page full-color advertisement appearing in magazines having national circulation of over 5,000,000 copies. Note the headline salute to Walt Disney's "Story of Robin Hood," which is also featured in pictures and text; also the direction to see the picture "at your local movie theatre."

**Robin Hood Flour Salutes**

Walt Disney's  
STORY OF  
**ROBIN HOOD**  
COLOR BY TECHNICOLOR

A GREAT Film... A GREAT Flour!

**THEATRE IMPRINT HERE**

This is an early sketch for the Dealer's Window Card, which was developed in bright colors and with much additional detail not shown here. Here, too, Walt Disney's "Story of Robin Hood" is given even greater prominence than the merchandise offered for sale. Note the very large area left for the theatre tie-in and play date.

Among the steps embraced in this outstanding example of cooperative promotion are the following.

Starting the middle of April — about six weeks before the first release dates — the picture was plugged at least twice weekly over 100 radio stations throughout the country, the music being featured in these broadcasts. Among these stations are quite a few of the nation's outstanding 50,000 watt plants.

The singing of George Morgan, who wrote "Candy Kisses," is featured in these broadcasts — Morgan singing "Whistle My Love" and "Riddle de Diddle de Day," popular tunes from the film.

Not less than twelve million bags of ROBIN HOOD FLOUR distributed by the International Milling Co. carry a plug for the picture printed on the bag. (This was the initial number issued; the total is expected to be much greater)

About three million specially created comic books, giving the story of the picture, were purchased from Whitman Publishing Co. and attached to a like number of bags of flour — in a special distribution stunt.

Full-page four-color ads were run in prominent farm journals and magazines with a circulation totaling in excess of five million copies.

Similar advertising, to be repeated at a later interval, utilizing full-pages in color.

Retail display kits distributed to more than a quarter of a million retail outlet stores — each kit carrying seven to ten display pieces, with at least one piece prominently featuring theatre and picture credit.

Special ROBIN HOOD FLOUR trucks and other distributor trucks all over the country supplied with streamers and banners, prominently featuring picture and theatre tie-in spaces.

Newspaper advertising utilizing 800 line ads in 200 newspapers with circulation running between six and seven millions—in a country-wide coverage.

Be sure to see  
WALT DISNEY'S  
Story of Robin Hood  
in Technicolor

Get this Magnificent  
Robin Hood  
**GOLDEN ARROW  
PIN**  
Yours for Only  
**50¢**

**ORDER BLANK-TAKE ONE**

**GOLDEN ARROW PIN**

Robin Hood Flour

Buy  
**Robin Hood**  
The Happy Family FLOUR

© WALT DISNEY PRODUCTIONS, INC.

Another in the series of newspaper displays, this ROBIN HOOD GOLDEN ARROW PIN ad co-operatively ties in theatre with the merchandising of ROBIN HOOD FLOUR. This reproduction is also from an early sketch, the finished card being embellished with attractive art and text, and printed in bright colors.



# CARRIES MAXIMUM ATTRACTION CREDIT

## ADDRESSES

To contact your ROBIN HOOD FLOUR representative for co-operative advertising and for merchandising tie-ins communicate with the following:

### Robin Hood Movie Tie-In INTERNATIONAL MILLING COMPANY

using the street address given below for whichever of the following offices is correct for your territory:

Room 642, 800 Peachtree St.  
ATLANTA 5, GEORGIA

323 E. Atwater St.  
DETROIT 26, MICHIGAN

3001 Bois d'Arc St.  
GREENVILLE, TEXAS

11 Broadway  
NEW YORK 4, NEW YORK

800 McKnight Building  
MINNEAPOLIS 1, MINNESOTA

OF IMPORTANCE TO THE EXHIBITOR IS THE FACT THAT EVERY PHASE OF THIS CAMPAIGN FOR THE PROMOTION OF ROBIN HOOD FLOUR FEATURES PROMINENT CREDIT TO THE PICTURE AND THE THEATRE.

The motion picture again receives at least equal prominence with the merchandise in this dealer's streamer, which is also adapted to posting by the exhibitor. The prominent space at the top can be utilized by either the theatre or the local merchant for his imprint. (From an unfinished sketch)

This rough sketch was translated into a brightly lithographed dealer's poster, in which the motion picture gets a liberal proportion of the space, another example of the unusually generous co-operation offered the local exhibitor of the Walt Disney feature by the International Milling Company.

## WALT DISNEY'S "STORY OF ROBIN HOOD" FEATURED IN SUNDAY COLORED COMICS



The two illustrations here reproduced are an example of the outstanding Sunday Comics series featuring "STORY OF ROBIN HOOD" which is running in KING FEATURES SYNDICATE newspapers, embracing one of the foremost list of Sunday Comics in the syndicate field.



This series, executed in full colors, will run a total of twenty-five instalments, starting at the time of the pre-release of the Walt Disney feature. Note the superior type of drawing being employed in this comics series — an outstanding feeder to popular demand for the motion picture itself.

# Right into homes goes Patek & Co's. "Robin Hood" tie-up on

## "Neet" Shirt-Boards!

Coordinated with the national release of the Walt Disney feature, a cooperative promotion planned to take roots right in the homes of theatre patrons has been devised by Patek & Co., leading manufacturer and distributor of equipment and sales promotion aids to the laundry and dry-cleaning trades.

The tie-in centers around the promotion of this concern's NEET protective shirt packaging. On the board which forms the back of this shirt-package is printed a large figure of a Disney drawing from Walt Disney's "Story of Robin Hood." The drawing is suitable for coloring.

**These shirt-boards will be distributed by Patek & Co. at the rate of over 2,000,000 a month.**

There are twelve different drawings in the complete sets of these figures. The children of customers using these NEET-packaged shirts are encouraged to use the coloring drawings and enter same in competition, arranged between the local laundry using the Patek & Co. products and the theatre showing "Story of Robin Hood."

Prizes, in addition to promoted prizes, consist of a full-colored map of Sherwood Forest, showing all the characters from the movie, and of Golden Records, containing the music of "Robin Hood," etc.

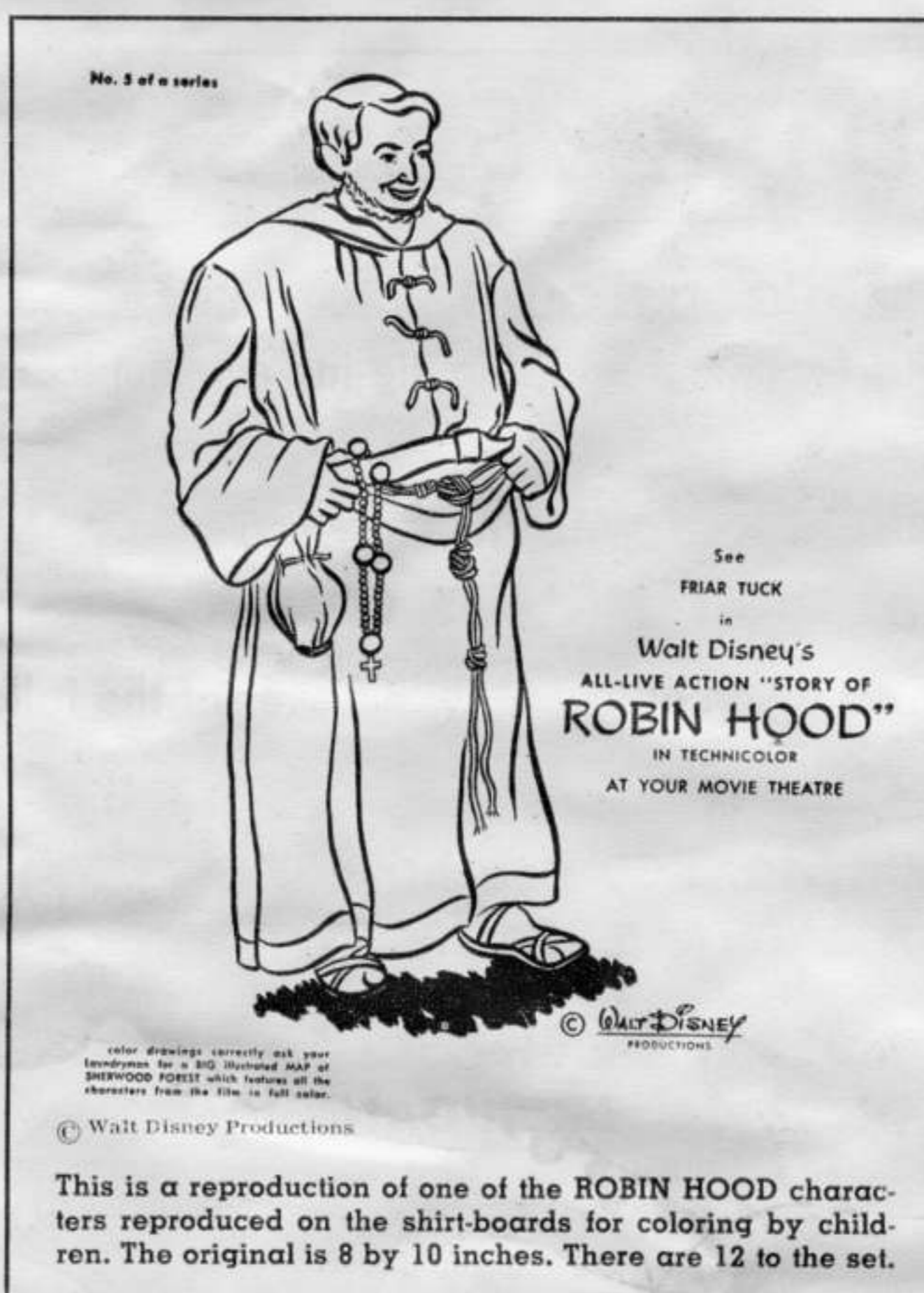
Truck posters, newspaper ads, for which mats are furnished, bundlestuffers and other means are used to urge the kiddies to collect the shirt boards and enter the contest.

The elaborate plans furnished in complete detail to all concerns using the Patek & Co. products include truck and window posters to be used two weeks in advance of the theatre showing, newspaper advertising, and radio spot announcements.

Also theatre parties for underprivileged kids, premiums, promotion through kindergartens, summer schools, Girl Scouts organizations, campfire clubs, etc., etc. Craft-project competitions are included, and junior contests.

Important to the theatre is the fact that in all the promotional material there is very prominently included the message to the patron—child or adult—to "SEE ROBIN HOOD in WALT DISNEY'S ALL-LIVE ACTION 'STORY OF ROBIN HOOD' at the Theatre."

Theatre managers should contact Phil Danzinger, Patek & Co., 1900 Sixteenth St., San Francisco, Cal.



Here are some of the other characters reproduced on the 8 x 10 surface of the NEET shirt-board packages.



Your Laundry Name



Your Laundry Name

Two of the dealer's ads, the originals being three columns by 12 inches.

# "ROBIN HOOD SALES FESTIVALS" SET IN HUGE "FOOD FAIR" MARTS POWERFUL PLUG FOR ATTRACTION!

One hundred and fifty huge super-markets, operating under the chain-store designation, "Food Fair", in the most important centers of population from New York to Florida, have united in a planned series of "Robin Hood Food Festivals"—a cooperative promotion aimed at bringing business into the box-offices of local theatres playing Walt Disney's "Story of Robin Hood" while boosting merchandise turn-over in the participating food markets.

With promotion starting one week to ten days before the picture opens in the participating theatre, and continuing throughout the period of presentation, newspaper advertising of the super-markets will acquaint the public with the special offerings of the Festival, and will include specific tie-in notices of the local showing.

Banners and streamers and cut-outs of characters will be used in profusion to give the Food Fair markets a gala and festive dress.

Participating theatres will give out to their patrons gratis coupons which will be good for a discount when presented at the Food Fair Festival. These coupons will apply to the purchase by customers of a special and exclusive six-inch record from Walt Disney's "Story of Robin Hood," containing music from the picture—the distribution of which will be in favor of the super-market as well as the showing at local theatre.

**Exhibitors are advised to get in touch with the management of the FOOD FAIR in their territory, or with JIM O'CONNOR, FOOD FAIR, 2223 E. Allegheny Ave., Philadelphia, Pa.**

# BROWN SHOE COMPANY'S CAMPAIGN FOR THEIR "ROBIN HOOD SHOES"

## FEATURES DIRECT PLUG FOR THEATRES SHOWING WALT DISNEY ALL-LIVE ACTION FEATURE

**SHOW VALUE SHOE VALUE**

**MOTHER**... Be sure your children see Walt Disney's Story of **ROBIN HOOD** in Technicolor or they'll miss the greatest romantic adventure film of the year. Now showing at (THEATRE)

**DOUBLE VALUE**  
You can be sure your family will enjoy Walt Disney's Story of Robin Hood... you can be sure your children will get real pleasure and lasting value out of our expertly fitted Robin Hood Shoes.

**AND BE SURE**  
you see our complete new selection of fine ROBIN HOOD shoes for your children. Don't miss the greatest value you can buy in quality at a budget price.

**DEALER NAME HERE**

The Brown Shoe Company, of St. Louis, one of the largest manufacturers of shoes in the world, is tying-in their line of "ROBIN HOOD Shoes for Children" with "WALT DISNEY'S STORY OF ROBIN HOOD," as being shown at the local theatre, emphasizing the outstanding values they are claiming for their merchandise.

This is shown in the wording of all of the dealer's promotional material, some of which is shown in miniature reproduction on this page. It will be noted that in the display banners below, the space and prominence of the text devoted to selling the show at the theatre to the public is as great as, and more prominent than the portions of the banners devoted to extolling the virtues of the merchandise.

The three streamers shown are lithographed in brilliant red and black, and printed on heavy stock, suitable for long display. They measure 41 inches long by 13½ inches high, and are perforated for hanging.

Reduced facsimile of the quarter page newspaper ad available to dealers as a mat. Note the great prominence given to plugging the Walt Disney picture, which actually gets "top billing" over the dealer's advertising of his merchandise. Other dealer ads include small advance teasers for newspapers, and half-page newspaper size—with mats for each.

## A "ROBIN HOOD" LINE

Starting in midsummer, and extending through October, the Brown Shoe Company will continue to push their new "Robin Hood" line of shoes for children. The campaign embraces repeated newspaper advertising as well as plugging through all trade channels, and displays at frequent intervals employing ready-made material furnished the dealer.

Four thousand exploitation kits are being distributed to Brown Shoe Co. franchise holders in furtherance of this campaign. Each kit contains the following material:

Proofs and mats of all styles and sizes of advertising.

Two large-size window streamers.

One large theatre streamer.

Ten paper circles to use in windows.

Five radio spot announcements for repeated local use.

The manager of the store in your city selling any of the Brown Shoe Company lines—and there are several—and launching their new "Robin Hood" Shoes for Children has been instructed to co-operate with you for mutual benefit. Get in touch with him.

If you are unable to locate the proper dealer in your territory, direct a query to

John L. Stone, Robin Hood Division  
The Brown Shoe Company,  
St. Louis 3, Missouri.

**NOW SHOWING**  
Come in... see our complete new selection of fine children's shoes by

**Robin Hood**

SEE STORY OF **ROBIN HOOD**  
Walt Disney's **ROBIN HOOD**  
COLOR BY TECHNICOLOR

COMING SOON! at THEATRE NAME

**A SHOE VALUE!** **A SHOW VALUE!**

Come in... see our complete new selection of fine children's shoes by

**Robin Hood**

Walt Disney's STORY OF **ROBIN HOOD**  
COLOR BY TECHNICOLOR

Now Showing at THEATRE NAME

**COMING SOON!**

Walt Disney's STORY OF **ROBIN HOOD**  
COLOR BY TECHNICOLOR

Now Showing at **DEALER'S NAME**  
a classic combination of value and price in our fine

**Robin Hood**  
SHOES FOR CHILDREN

These small black-and-white reproductions give but slight idea of the flash showing made by these three banners, described above. Note that the bottom banner is for display in the theatre, and has a blank space left for the shoe dealer's name, while the upper two banners are designed for dealer display, with the name of the theatre showing the picture to be filled in.

## OPENING NIGHT CONCERT

Invite various choirs, glee clubs, musical organizations in your community to send musicians for an opening night concert. Program should consist of early English tunes and folk songs, as well as songs from the film. Rent costumes from a local fancy dress house, and garb your entertainers in clothing similar to that used by actors in the film. Faculty members of music departments of high schools should be interested in co-operating. In conjunction with this stunt, search out your community's leading ballad singers. Feature them as singing *Allan-A-Dale's* songs.

## Colorfully Costumed Royal Trio



Hubert Gregg, Patrick Barr and Martita Hunt, are garbed in the lavish manner befitting Prince John, King Richard the Lionheart, and Queen Eleanor of Aquitaine. Use this still for detail of costumes, for use in windows featuring very modern clothes, and for general lobby and newspaper use.

(Still No. RH 11, Set "A")

## POSTCARD MAILING

Send out a series of postcards, each to be signed by one of the characters, with different messages on each. Some suggestions follow:

"We need you to join our merrie band in Sherwood Forest. See how we live . . . and fight in Walt Disney's 'Story of Robin Hood' (signed) ROBIN HOOD."

"Stout hearts and strong arms are needed in Sherwood Forest. For further details, see me in Walt Disney's 'Story of Robin Hood' (signed) MAID MARIAN."

"Wanted: Understudy and companion to travel with me. I'll be singing the news at the Palace Theatre on . . . in Walt Disney's 'Story of Robin Hood' (signed) ALLAN-A-DALE."

Other cards signed by LITTLE JOHN, WILL SCARLET, THE SHERIFF OF NOTTINGHAM make a series of six in all. The first few patrons to present a complete set should be presented with guest tickets.

## FOR COLORING CONTEST



Arrange contest through teachers of grade and primary schools and art classes. Promote prizes from merchants. Display entries on bulletin board in your lobby; interest local artists or art teachers to act as judges of contest.

Order MAT 2-X

## Make Your Front A Sherwood Forest

As a variation from decorations with bows and arrows and the other paraphernalia of life in the days of Robin Hood—is the suggestion to transform the front of your theatre into a veritable forest facade—based, of course, on the Sherwood Forest locale of the "Story of Robin Hood."

A really good job, done with a generous use of boughs, leaves vines, etc., should attract attention, and might well be the subject of publicity in the local paper. A neat placard might state that during the run of the picture your "Palace Theatre" will "Temporarily masquerade as Sherwood Forest, the hideout of Robin Hood and His Merrie Men."

Especially if your engagement takes place during the summer months this treatment of your front should appeal to your patronage.

## Easy and Effective

The old stencil stunt is a natural for the "Story of Robin Hood" engagements. All you require is a good arrow, stenciled everywhere so as to point in the direction of the theatre—with, perhaps, "SEE R. H." added, the use of the initials instead of the full title being calculated to pique curiosity and beget frequent repeating of your title by inquirers.

## TIE IN WITH LOCAL DRIVES WITHOUT SHARING RECEIPTS

Here's an idea for benefiting through tying up with local drives for charitable purposes without your having to give up any of your theatre receipts—that's a novelty, isn't it?

Capitalize on the fact, known to every school child, that Robin Hood collected from people who could afford to give in order to help those who were strictly without—the poor! This leads to the suggestion of "Robin Hood collectors" for any drive for the collection of funds that may be in progress in your community at the time of your showing.

The idea is open to many variations. Colorfully costumed men (or girls) as *Robin Hoods*, and girls as *Maid Marians*, could be employed as "benevolent bandits" to make a Sherwood Forest type of hold-up of "victims" from whom are collected pledges or moneys for the drive in hand. Each of these costumed solicitors should bear a label on the coin receptacle, or an arm-band—crediting theatre and playdate.

If the managers of such a drive, or the committee in charge, prove hard to sell, it should be worth the small expense involved to have the theatre management provide costumes for the *Robins* and *Maid Marians*.

## ROMANTIC PAIRS

Plant this stunt through newspapers, radio quiz programs, or postcard mailings. Offer several names on two lists, asking contestants to team up the correct pairs to form the desired number of romantic pairs. First three lists to reach the box-office at the close of the contest are to be offered guest tickets. A few suggestions follow (omit key numbers when printing lists):—

- |                      |                       |
|----------------------|-----------------------|
| (1) Romeo            | (2) Elizabeth Barrett |
| (2) Robert Browning  | (4) Scarlet O'Hara    |
| (3) Pelleas          | (5) Maid Marian       |
| (4) Rhett Butler     | (1) Juliet            |
| (5) Robin Hood       | (3) Melisande         |
| (6) Albert           | (7) Pocahantass       |
| (7) Capt. John Smith | (8) Priscilla         |
| (8) John Alden       | (6) Victoria          |

PAGE EIGHTEEN

## BANNERS AND FLAGS

An appropriate decoration for your lobby would consist of banners, flags and pennants in the colors and shapes, and bearing the devices of those used at the time of the Crusades—the period in which the "Story of Robin Hood" is laid. Necessary information on the subject might be obtained from the research librarian of local college or academy, from your public library or from curator of a museum, if one is in your district. The flags and pennants themselves could be painted on cheap materials, and should add a gay and inviting look to your lobby and front.

## HIDDEN HINTS

Hide names of characters in the film in the display and classified ads of the local newspaper. Hidden among grocery items, in the same type, would be the name *Allan-A-Dale*, or *Will Scarlet*, or *DeLacy*. Elsewhere in the same paper would be a hint of who he is. For *Allan*, the line, "famed minstrel from Nottingham;" for *Scarlet*, "loyal follower of Robin Hood;" for *DeLacy*, "villainous Sheriff of Nottingham," etc. A box on the amusement page of the paper should call attention to these keyed hints, inviting patrons to return character names and description to box-office for a guest ticket. Merchants wishing to co-operate should be listed in your program which carries a similar explanatory box, calling attention to the stunt.

## Friar Tuck, Old Favorite



James Hayter portrays the Merry Monk one of the most popular of Robin Hood characters. Use still in book-shop window, displaying various editions of Walt Disney's "Story of Robin Hood."

(Still No. RH. Adv. 11, Set "B")

## ARCHERY CONTEST

If there is an archery club in your community, invite it to stage an exhibition. Through them, you might learn of an expert in handling the Long Bow, which was in use in 12th Century England. The contest should be well advertised, and should be accompanied by the bright flags, gay music and generally festive air which characterized the Nottingham bow-shooting matches. Newspaper and TV coverage, locally, as well as radio coverage would stimulate local interest in your film during the rest of its run.

## DISPLAY OF WEAPONS

A display of weapons of the period of the picture should attract attention and beget ticket-selling interest. This should include bows and arrows of all sorts; the cross-bow, arbalest, spears, lances, straight-handled swords, broad-swords, daggers, halberds, battle-axes, quarter staves etc. These might be obtained from a museum or private collection, if any such are in your territory. Information should be obtained from curators of such institutions, research librarians, etc. Stills and appropriate placard should be included in the display, which might be in large window, if lobby is not suitable.

**ARMOR**—In connection with the above, a display of armor or of suits of mail would be appropriate, if such can be obtained, as these were in common use. Consult the stills for hints in connection with these displays.

## New Screen Personality



JOAN RICE

Portrait, beauty shops, misses ready-to-wear merchandise, accessories, garden furniture, cosmetics and perfumes.

(Still No. RH. Pub-A42, Set "B")

## COMMUNICATIONS DISPLAY

One of the most fascinating elements of life in Sherwood Forest was the whistling arrows used by the men to convey messages from one section to another. Tie up with local merchants for either a window or lobby display to include all types of communications. A brightly feathered arrow, presumably of the 'whistling' type; writing paper and modern fountain pen; a scroll of parchment and quill; a walkie-talkie; a radio; a teletype or Morse ticker; a TV set; a book on telephony; newspapers; a typewriter; a few Western Union pads; a telephone; a megaphone; a cow's horn or ram's horn (Still No. RH-Adv. 32 Set "B"); and any other item used in normal communication either modern or of an earlier date. Small signs should accompany each item, and in the middle of the display should be an explanatory sign reading as follows: "Talking arrows were used by the men in Sherwood Forest to sound the alarm of an enemy approaching, and minstrels were used to broadcast news of happenings. Turn back the clock, and ride with the Merrie Men to the tunes of Allan-A-Dale in Walt Disney's 'Story of Robin Hood.'"

## RADIO TRANSCRIPTIONS

The radio transcription on Walt Disney's "Story of Robin Hood" is a 16-inch single-face platter, containing five one-minute spots and five chain-breaks. The sprightly announcements are interpolated with musical snatches taken from the picture, and especially designed to secure maximum attention from the listening audience. Application should be made to RKO branch managers or RKO exploitation field men.

**Music Clearance Information:** The following songs sung by Allan-A-Dale in the film: "WHISTLE MY LOVE" and "RIDDLE DE DIDDLE DE DAY," by George Wile and Eddie Pola, are published by WALT DISNEY MUSIC CO., 1270 Sixth Avenue, New York 20, N. Y.

## Pet Shop Natural



JOAN RICE

You should have no difficulty planting this in windows of pet shops and on counters of department store sections catering to pet accessories.

(Still No. RH. Pub. 114, Set "B")

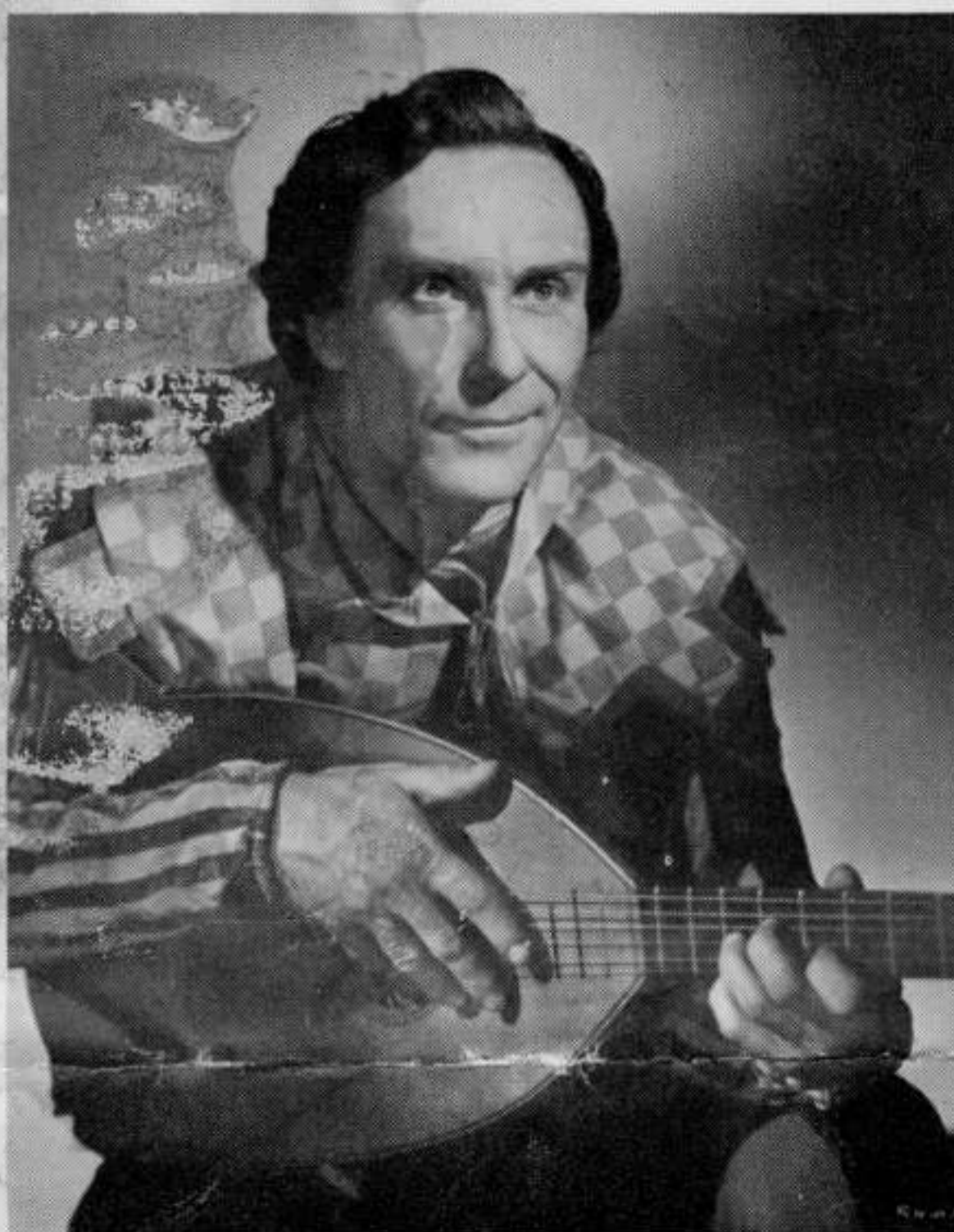
## ENLIST EVERY LOCAL AGENCY

So many facets of Walt Disney's "Robin Hood" interest such a variety of people, it is well worth while to circularize groups not on your regular mailing list.

Members of archery clubs, faculties of English literature departments of local high schools, colleges and universities, students of art schools, groups of costume designers, members of local garden clubs, historians, staffs of museums, especially curators of armory, musical instruments and historical manuscripts; members of Shakespeare clubs, reading clubs, genealogical groups, collectors of first editions of early English Literature.

These lists, in addition to your regular mailings, will bring your message to those whose interests should be attracted to points in the film over and beyond its outstanding value as wholesome entertainment.

## Portrays Allan-A-Dale



ELTON HAYES

Music stores displaying various instruments with mandolins predominant should be interested in this still.

(Still No. RH. Adv.-19, Set "B")

## FOR COLORFUL STREET BALLYS

*Because of the colorful costumes, the pageantry, and the music in the film, a variety of street ballys are possible, as per the following suggestions:*

Send out a group of young men dressed to simulate Robin Hood and his merrie men. Costumes should follow those in stills, so far as possible. With them should be one girl, garbed in flowing robe of 12th century England. Across her back should be sign lettered: "I am Maid Marian, of Robin's band of Merrie Men. Join us in adventure at Palace Theatre. See Walt Disney's 'Story of Robin Hood.'" Add date.

Send out mandolin-playing ballad-singers, dressed in Allan-A-Dale's costume. They are to sing snatches of old English ballads. . . . One singer with a group of similarly costumed men will do it. Recruit him from local glee clubs, high-school singing classes, or local music schools or choirs. Across his back should hang a sign reading: "I'm Allan-A-Dale . . . bringing news of Robin and his men. You'll meet us all at the Palace Theatre on . . . when Walt Disney's 'Story of Robin Hood' opens."

Send out a Robin Hood, a Friar Tuck, an Allan-A-Dale and a Maid Marian, in a group. They are to pass out heralds or programs announcing the opening of your show. Across each back is a banner bearing the character name and qualifying phrase. Such as: "I'm Robin Hood, hunter and hunted, leader of a courageous band of Merrie Men." "I'm Allan-A-Dale; my ballads kept folks up to date on the latest scandal." "I'm Friar Tuck, a handy man with dagger, fists . . . or prayers." "I'm Maid Marian, only femme member of Robin's band." Add playdate.

The above stunts, interspersed with others should be used in rotation, starting a week before the opening. Try and get five or six different street ballys out . . . all different. The repetition of your message along with the variety of both costumes and types will stimulate public interest. Using stills, blown up and cut-out, mount them as standing pieces for lobby and mezzanine. All characters should be represented.

## Starred as Hero



RICHARD TODD

Portrait, haberdashery, barbershops, general newspaper use and lobby display.

(Still No. RT-25, Set "B")

## BULLETIN BOARD ANNOUNCEMENTS

Use either a herald or an announcement sign on bulletin boards of public libraries, local schools, local plants and factories, club houses, Community Hall, Little Theatre meeting room, and other meeting-places. Bulletin boards of YMCA and YWCA will spread your message to additional potential patrons.

## LINCOLN GREEN WINDOW

Tie-up with dry goods merchant for a window display of Lincoln green material. This is a forest green, and practically every fabric house offers it. Announcement signs reading: "This is the color Robin and his Merrie Men wore in Sherwood Forest. Join their band in Walt Disney's 'Story of Robin Hood' at the Palace Theatre." Surround by a good selection of stills from the film.

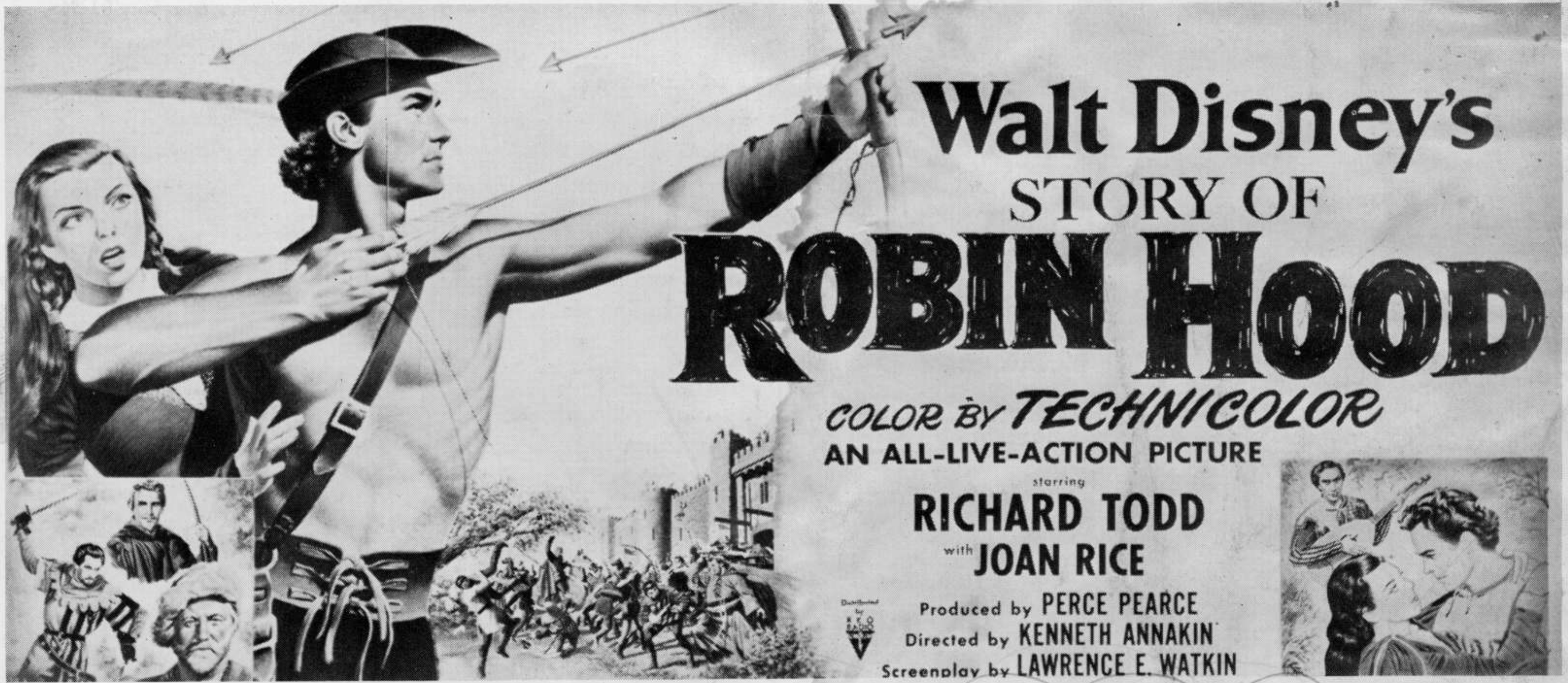
## Robin Hood



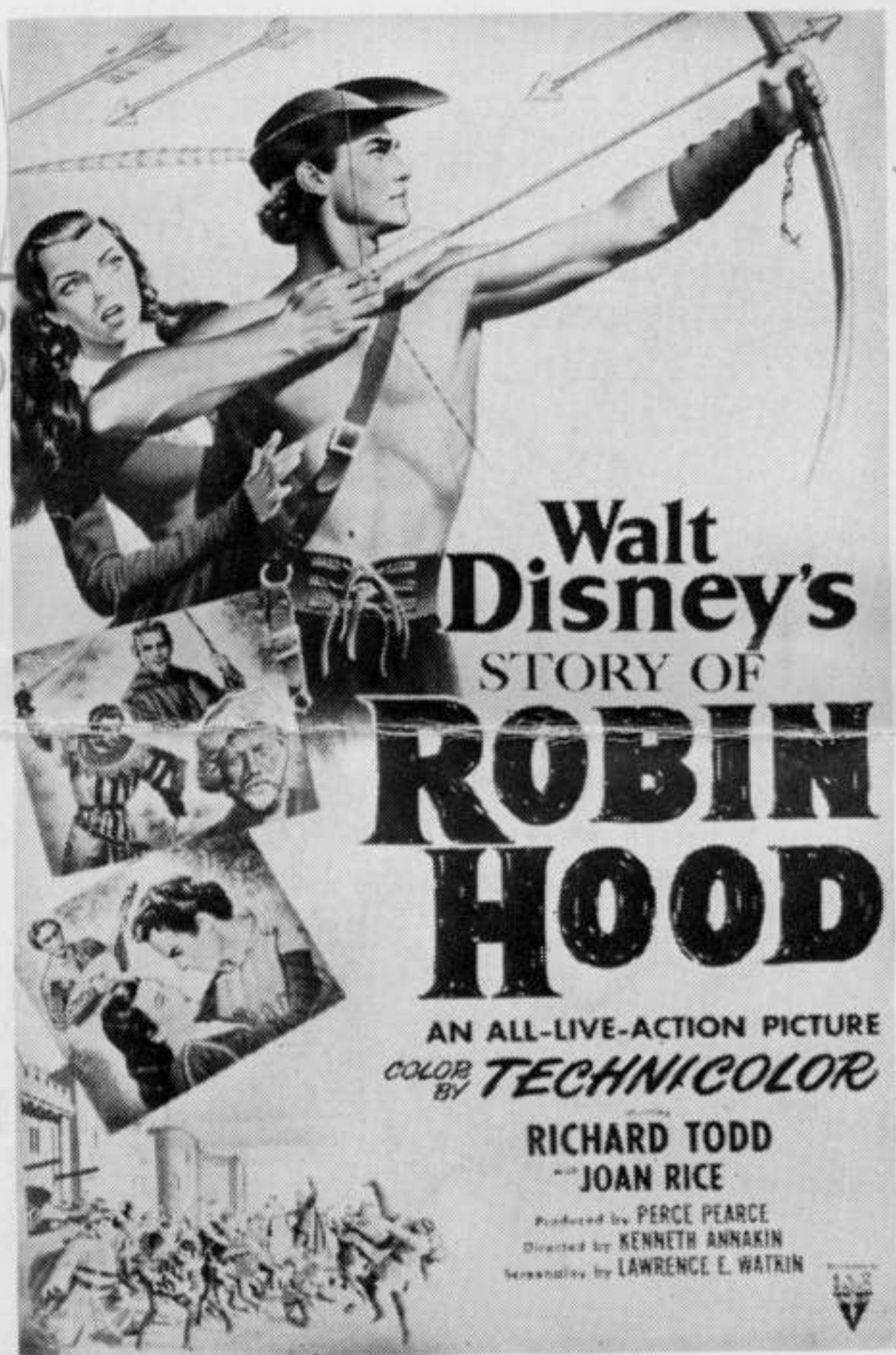
RICHARD TODD

This is the costume worn by the men of Sherwood Forest. Duplicate so far as possible when you send out street bally. Also, still blown up and mounted makes an attractive standing piece for lobby or mezzanine decoration.

(Still No. RH. Adv.-29, Set "B")



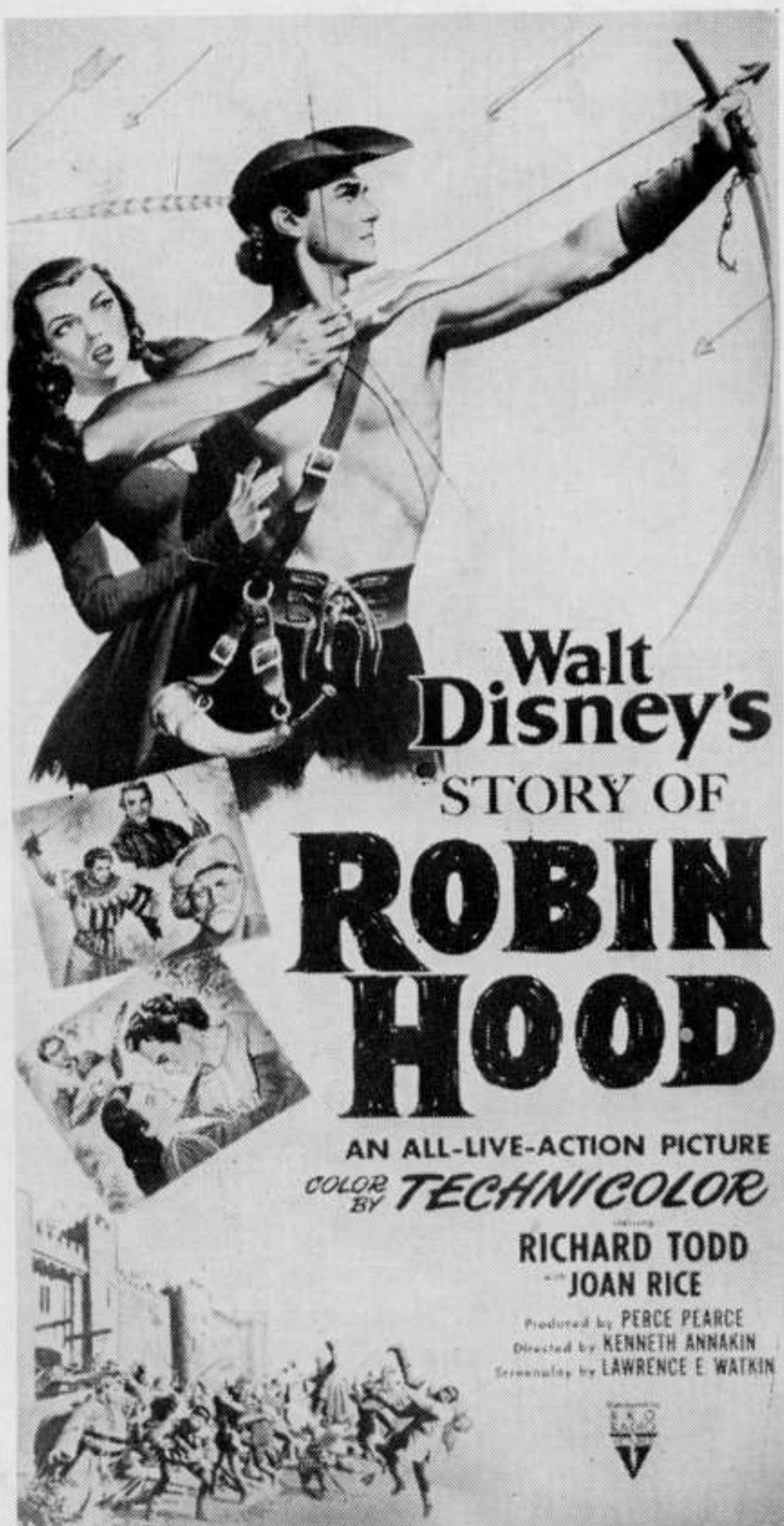
TWENTY-FOUR SHEET



ONE SHEET



SIX SHEET



THREE SHEET

THE FULL LINE OF  
P O S T E R S  
and  
L O B B I E S

is available through  
NATIONAL SCREEN  
SERVICE EXCHANGES



22 x 28 — Style "B"



22 x 28 — Style "A"  
(SLIDE is from same design)

**NOT REPRODUCED**

- 11 x 14 LOBBY CARDS  
Set of 8
- INSERT
- 9 x 12 FOLDER HERALD
- WINDOW CARD  
(Similar to one sheet)
- SLIDE
- 8 x 10 COLOR-GLOS  
Set of 10