

## Document Citation

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WARNER BROS. CAMPAIGN PLAN

# "A Streetcar Named Desire"



5/35X

AN ELIA KAZAN PRODUCTION • PRODUCED BY CHARLES K. FELDMAN





**Look**  
15¢  
WHAT YOUR MONEY  
WILL BUY IN DECEMBER  
WHAT MAKES  
16 TOP EARNERS

**Look**  
15¢  
WHAT YOUR MONEY  
WILL BUY IN DECEMBER  
WHAT MAKES  
16 TOP EARNERS

This is in Look's  
August 14 issue...  
get a copy and use as  
basis for lobby display!

**The New York Times Magazine**  
SECTION 1  
"All the impact that made  
it a Pulitzer Prize Winner!"  
NEW YORK TIMES

**'A Streetcar Named Desire'**  
Vivien Leigh as Blanche DuBois.  
Marlon Brando as Stanley Kowalski.

**'A Streetcar Named Desire'**  
War fear of Stan grows when he rifles her room.  
Blanche's first love on reality is shattered when  
Stan attacks her. Compulsive gambler.

**A STREETCAR NAMED DESIRE**  
Look MOVIE REVIEW  
In an impressive return to the American  
screen, Vivien Leigh plays the girl, Blanche,  
fulfilling the passion and heartbreak of the role.  
The young actor Marlon Brando, as her hostile  
Polish-American brother-in-law, Stanley Kowalski,  
is pitted against the ton-sensative  
Blanche. Brando plays one of the most bur-  
lesques heels of all time. He joyously rides  
roughshod over Blanche's sensibilities by  
crashing furniture, breaking up her last  
finer, swilling beer, finally, raping her. He  
remains unrepentant, even though, in the  
movie version, he loses his wife Stella, stun-  
ningly and sensually played by Kim Hunter.  
Porker's...  
latter of actor  
quar...  
Asian...  
the...  
Leigh...  
for...  
Street...  
Cazan...  
El...  
dram...  
tion...  
did...  
B...  
standards...  
hold you spellbound

"Will hold you spellbound!  
Seizes a place among  
Hollywood's rare great movies!"  
LOOK MAGAZINE

**Brando and Kim Hunter:**  
Primitive love in the  
But disrupts all peace and privacy  
between Stanley and wife Stella (Kim Hunter)

**MIRROR**  
SUNDAY  
MAGAZINE  
MIRROR MOVIE OF THE WEEK—"A STREETCAR NAMED DESIRE"  
In his New Orleans apartment, Blanche (Vivien Leigh) coquettishly  
brother-in-law (Marlon Brando) who tries to confirm suspicions about her  
**The Perfect Transfer**  
By JACK...  
ALL OF THE  
Academy Award  
to order to carry  
the Oscars that the  
film of "A Streetcar  
Named Desire" is going to  
should...  
motion picture, it is  
better film than it was  
play, despite all the  
received in the industry.  
The critics' reaction  
by Tennessee Williams  
know his stage play had  
it begin with the first  
Blanche DuBois (Vivien  
at the disreputable and  
in-law, Kim Hunter and  
Marlon Brando) in New Orleans  
the world life she  
amplify and primitive  
love in the movie.  
With the exception of  
Leigh, and the play's  
role in London, the  
player, in the same  
production, they are of  
in perfect. Miss Leigh for  
pines any of her profession  
in the role. She grew up  
on the screen, and  
never's...  
strengthened. In fact  
modern insect  
control

Publicity breaks pouring in at press-time, too numerous to  
reproduce here, heralding its release with an unceasing flow  
of praise in the nation's top publications!

**COSMOPOLITAN**  
"Bold and brilliant!" Louella Parsons' citation as Best Production of the Month!  
COSMOPOLITAN MAGAZINE

**Coronet**  
Bids fair to run off with  
1951's Academy Awards!  
CORONET MAGAZINE

**PHOTOPLAY**  
November 5, 1950  
"Vivien Leigh's performance... an Academy Award potential if there ever was one."  
DANTON WALKER, N. Y. DAILY NEWS

**modern screen**  
**PHOTOPLAY**  
November 5, 1950  
A Thousand and...  
Sights in Gotham  
By LOUIS SCROLL  
ing to wait for someone  
dramatic work not a  
drama of Manhattan  
near the Robert Young  
Park...  
To a preview  
of Warner's "Streetcar Named  
Desire"—more powerful than the  
stage original—with nothing but  
Oscar awards in sight—for per-  
formances by Vivien Leigh, Mar-  
lon Brando and Kim Hunter, and  
Ella Kazan's superb direction...



You'll have an excitement-crammed Advance and Current display with these

# FOUR SPECIAL FULL-COLOR DOOR PANELS

20 x 60 each, for use on lobby doors, in frames, as standees, or as front displays! Don't overlook this important aid!



\$5.50 FOR THE SET. ALSO AVAILABLE ON RENTAL BASIS





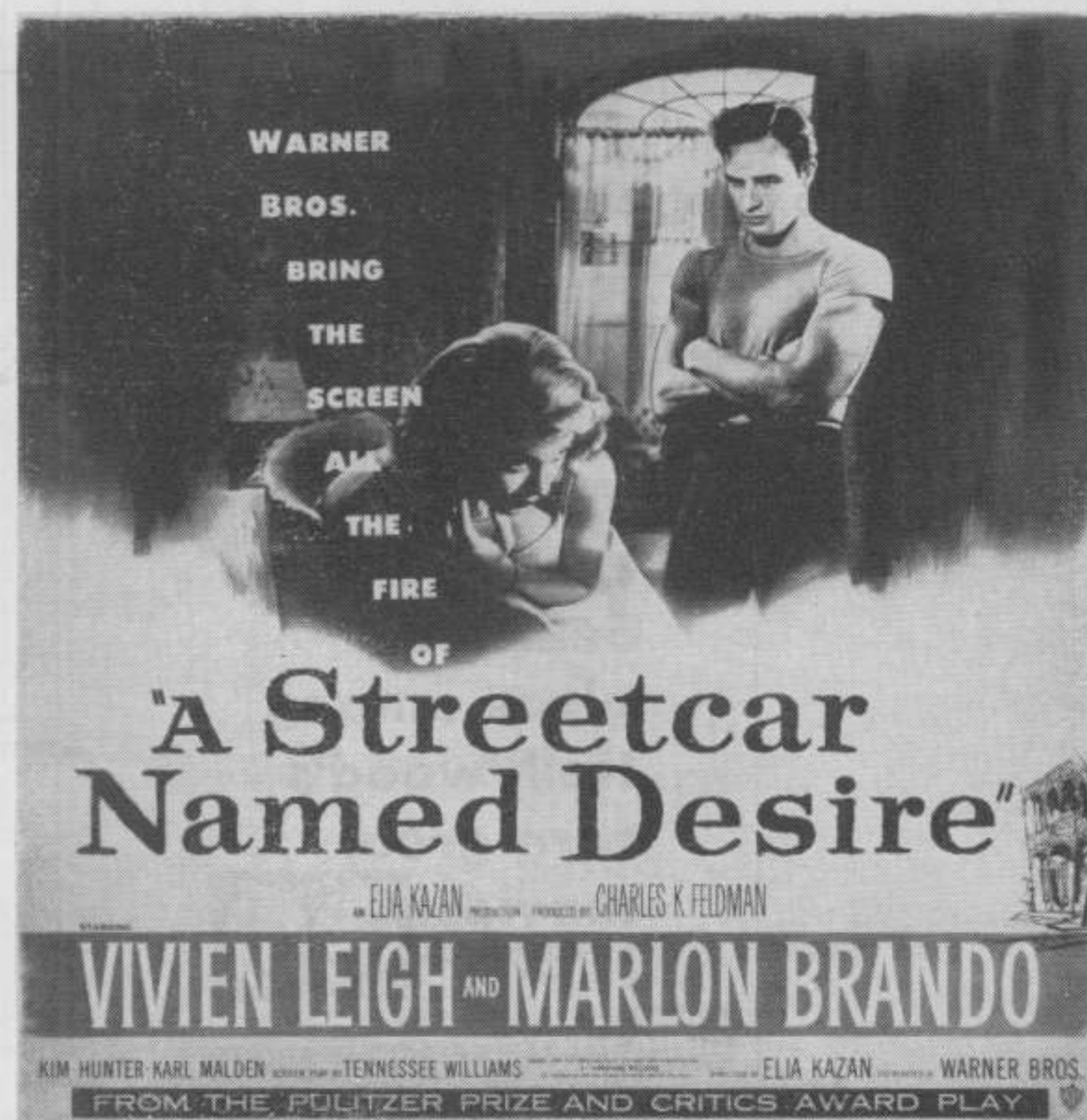


# POSTERS

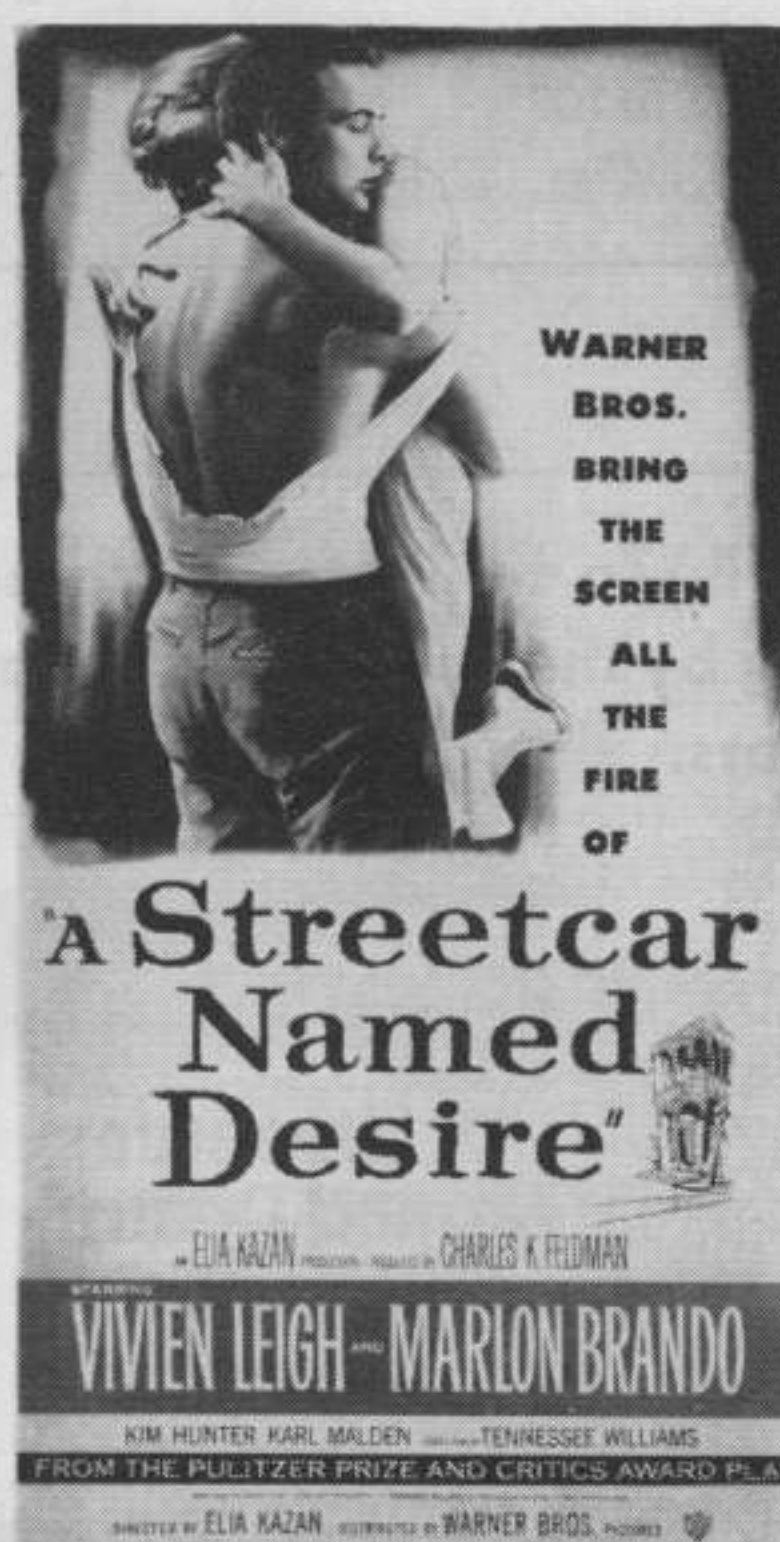
Showmen: The 24-sheet tells the story — and tells it powerfully!  
There's selling here that's important — use it for all its worth!



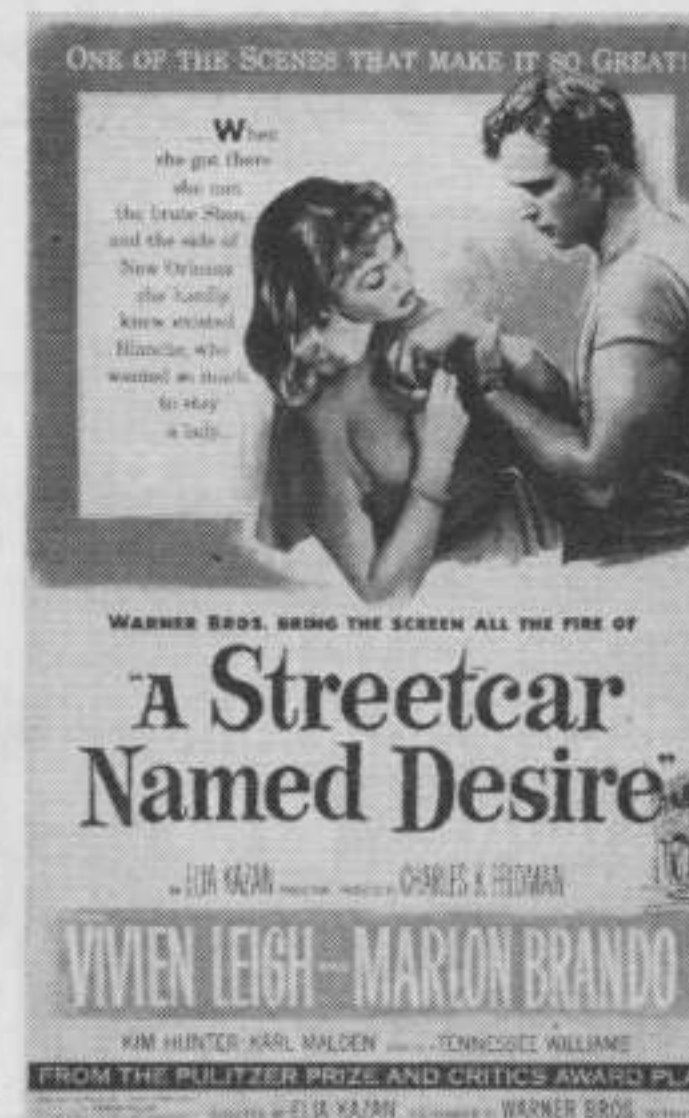
24-SHEET



SIX-SHEET



THREE-SHEET



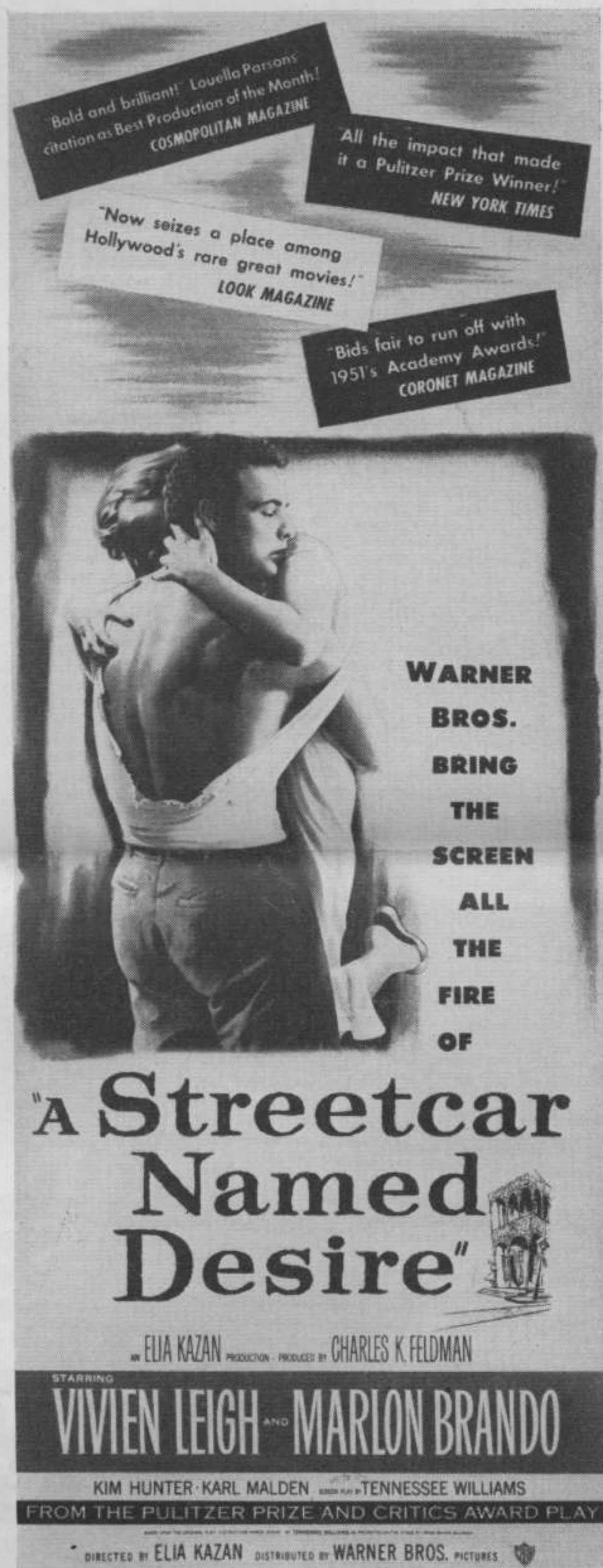
ONE-SHEET



# ACCESSORIES

TWO  
40 x 60's

## THE INSERT CARD



**ALSO AVAILABLE**  
**REGULAR WINDOW CARD**  
**COLORED 22 x 28 (1)**  
**COLORED 11 x 14's (8)**  
**SLIDE**



STYLE Y



STYLE Z


ORDER ALL ACCESSORIES, POSTERS, MATS AND STILLS FROM NATIONAL SCREEN SERVICE



# THESE ARE YOUR TEASERS

TO BE SPOTTED ONE-A-DAY IN SEQUENCE AS SHOWN

One of the  
**PORTRAYALS**  
that make  
it so **GREAT:**



**VIVIEN LEIGH**  
as Blanche...  
who wanted  
so much to  
stay a lady!

**"A  
Streetcar  
Named  
Desire"**

AN ELIA KAZAN PROD. • PRODUCED BY CHARLES K. FELDMAN  
PRESENTED BY WARNER BROS.

Mat 107  
1 col. x 6 inches (83 lines)

One of the  
**PORTRAYALS**  
that make  
it so **GREAT:**



**MARLON BRANDO**  
as Stan...  
mean,  
coarse,  
violent - and  
magnificent!

**"A  
Streetcar  
Named  
Desire"**

AN ELIA KAZAN PROD. • PRODUCED BY CHARLES K. FELDMAN  
PRESENTED BY WARNER BROS.

Mat 109  
1 col. x 6 inches (83 lines)

One of the  
**PORTRAYALS**  
that make  
it so **GREAT:**



**KIM HUNTER**  
as Stella... who  
took a lot because  
she loved a lot!

**"A  
Streetcar  
Named  
Desire"**

AN ELIA KAZAN PROD. • PRODUCED BY CHARLES K. FELDMAN  
PRESENTED BY WARNER BROS.

Mat 108  
1 col. x 6 inches (83 lines)

One of the  
**PORTRAYALS**  
that make  
it so **GREAT:**



**KARL MALDEN**  
as Mitch...  
he fell for a  
wrong woman  
and fell  
all the  
way down!

**"A  
Streetcar  
Named  
Desire"**

AN ELIA KAZAN PROD. • PRODUCED BY CHARLES K. FELDMAN  
PRESENTED BY WARNER BROS.

Mat 106  
1 col. x 6 inches (83 lines)

**FOR OFF-THE-MOVIE-PAGE USE.** To be scattered throughout the paper ahead of the movie section. Be sure to request careful handling by the newspaper's makeup department to give you preferred position on the page in which each appears.

**"A Streetcar  
Named Desire"**  
bids fair to  
run off with  
1951's Academy  
Awards! **"**

**CORONET  
MAGAZINE**

**NOW SEE PAGE 22  
OF THIS NEWSPAPER**

PRESENTED BY  
WARNER BROS.

Mat 103  
1 col. x 2½ inches (35 lines)

**"A Streetcar  
Named Desire"**  
has all the  
impact that  
made it a  
Pulitzer Prize  
winner! **"**

**THE N.Y. TIMES SAID IT!**  
**WARNER BROS. MADE IT!**

**NOW SEE PAGE 22  
OF THIS NEWSPAPER**

Mat 104  
1 col. x 3 inches (41 lines)

**"**  
**Will hold you  
spellbound!  
Seizes a  
place among  
Hollywood's  
rare great  
movies! "**

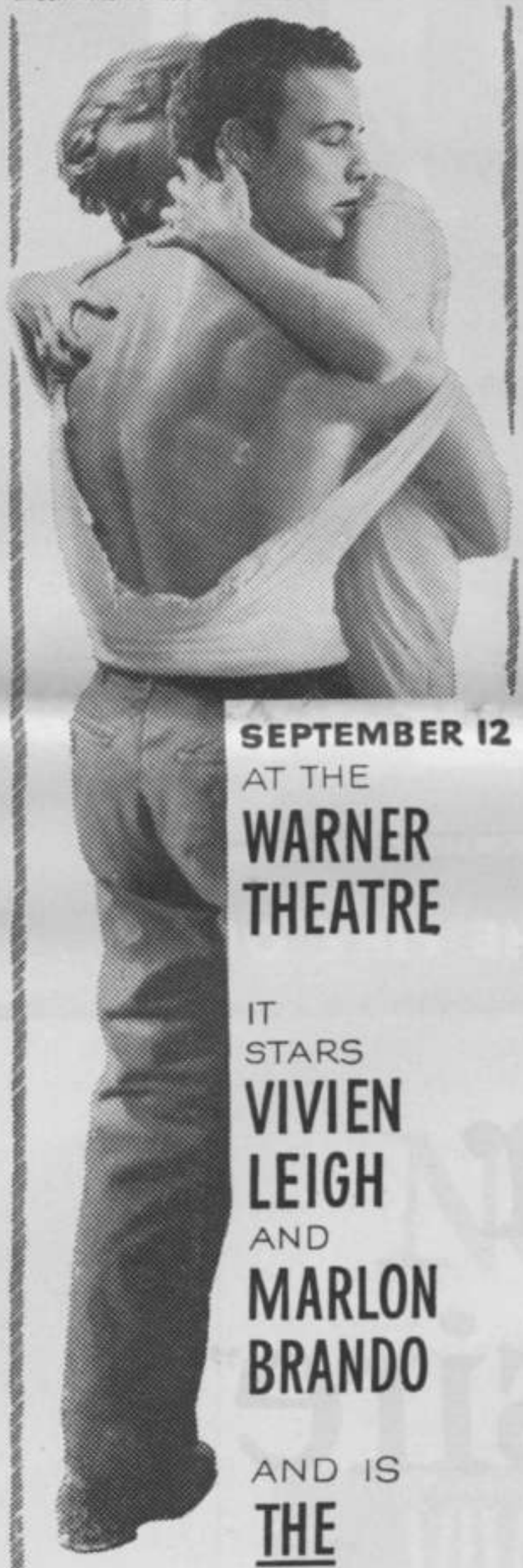
**LOOK** MAGAZINE SAID IT ABOUT  
WARNER BROS' **"A STREETCAR  
NAMED DESIRE"** NOW **LOOK**  
AT PAGE 22 OF THIS NEWSPAPER!

Mat 105  
1 col. x 3½ inches (44 lines)



These ads are planned to lead up to your display ads with a variety of unusual effects.

**"A Streetcar Named Desire"**  
AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN



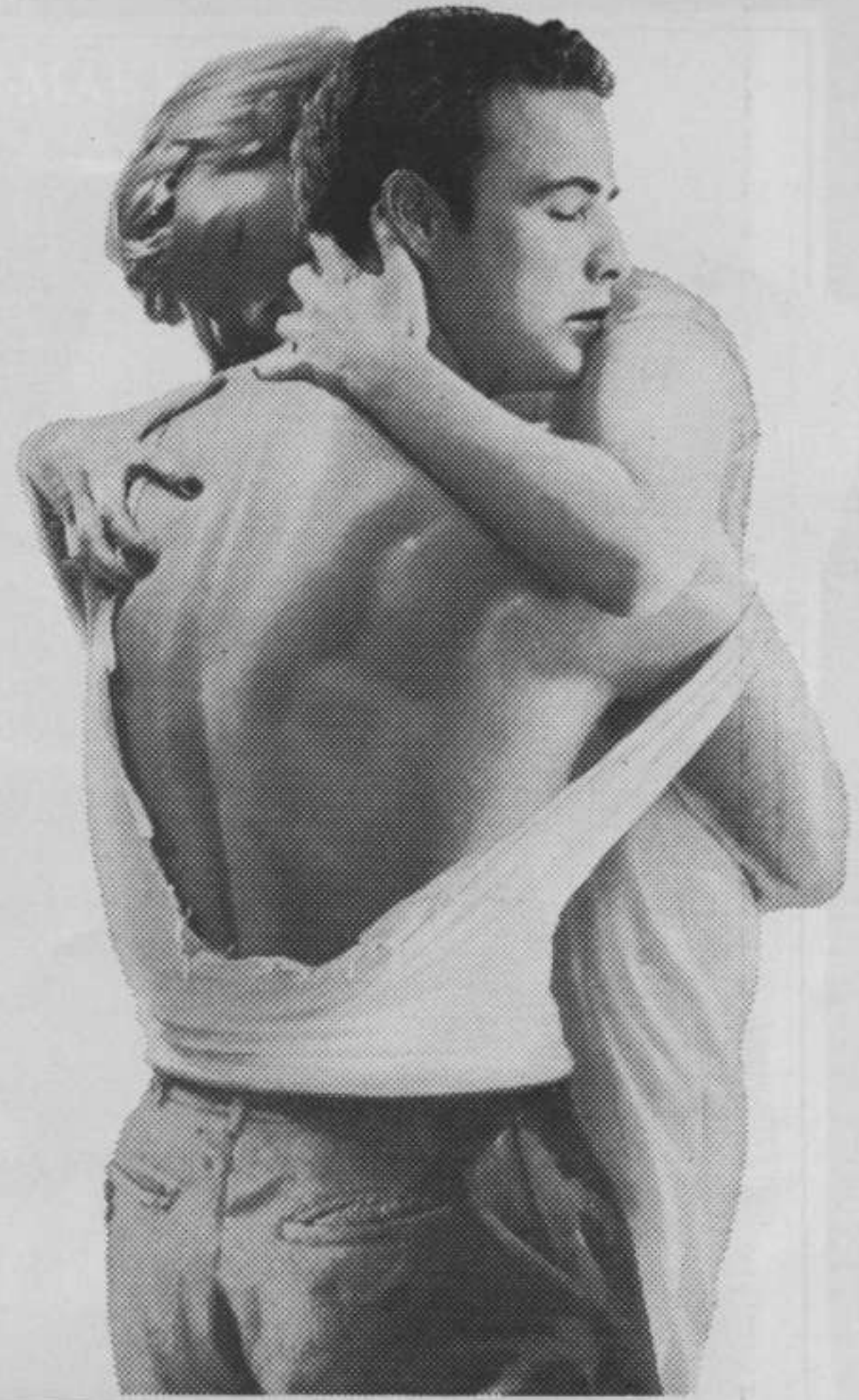
**SEPTEMBER 12**  
 AT THE  
**WARNER THEATRE**

IT STARS  
**VIVIEN LEIGH**  
 AND  
**MARLON BRANDO**

AND IS  
**THE MOST EXCITING WARNER BROS. PICTURE**

Mat 111  
 1 col. x 9½ inches (133 lines)


← Theatre and date have been removed from the mats. Be sure to replace with correct copy. →



**"A STREETCAR NAMED DESIRE"** winner of the Pulitzer Prize and Critics Award, applauded in 17 countries by a record number of playgoers, is now *the* most exciting Warner Bros. Picture. It stars Vivien Leigh and Marlon Brando. An Elia Kazan Production, produced by Charles K. Feldman. Opens **SEPT. 12 AT THE WARNER THEATRE**

Mat 205 — 2 cols. x 6¾ inches (178 lines)

*Thursday At the Warner Theatre*



**"A Streetcar Named Desire"**  
An ELIA KAZAN Production  
 Produced by CHARLES K. FELDMAN

THE PULITZER PRIZE  
 AND CRITICS AWARD PLAY  
 BECOMES THE MOST  
 EXCITING WARNER BROS.  
 SCREEN OFFERING!

**IT STARS VIVIEN LEIGH AND MARLON BRANDO**

Mat 203 — 2 cols. x 4¼ inches (116 lines)



ONE OF THE SCENES THAT MAKE IT SO GREAT:

"All the impact that made it  
a Pulitzer Prize winner!"  
N. Y. TIMES

THE SHOWDOWN  
IN NEW ORLEANS

Stan, pulling no punches,  
tells "innocent" Blanche  
that he's been wise to her  
from the beginning.



WARNER BROS. BRING THE SCREEN ALL THE FIRE OF

# "A Streetcar Named Desire"

STARRING  
AN ELIA KAZAN PRODUCTION

PRODUCED BY CHARLES K. FELDMAN

VIVIEN LEIGH

AND

MARLON BRANDO

KIM HUNTER · KARL MALDEN

SCREEN PLAY BY TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

DIRECTED BY  
ELIA KAZAN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE"  
BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DISTRIBUTED BY  
WARNER BROS.



Mat 402 — 4 cols. x 12 inches (668 lines)



ONE OF THE SCENES THAT MAKE IT SO GREAT:



**ALONE FOR THE FIRST TIME**  
Now stripped of all pretense, Blanche the  
'would-be' New Orleans lady, suddenly  
knows Stan for the brute he is...

WARNER BROS. BRING THE SCREEN ALL THE FIRE OF

# "A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION

PRODUCED BY CHARLES K. FELDMAN

STARRING

VIVIEN LEIGH

AND

MARLON BRANDO

KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

DIRECTED BY  
ELIA KAZAN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE."  
BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK,

DISTRIBUTED BY  
WARNER BROS.



Mat 302 — 3 cols. x 10 inches (423 lines)



WARNER BROS. BRING THE SCREEN ALL THE FIRE OF

# "A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION

PRODUCED BY CHARLES K. FELDMAN



*Blanche...*  
WHO  
WANTED  
SO MUCH  
TO STAY A  
LADY!



*Stan...*  
MEAN,  
COARSE,  
VIOLENT  
--AND  
MAGNIFICENT!



*Stella...*  
WHO TOOK  
A LOT  
BECAUSE  
SHE LOVED  
A LOT!



*Mitch...*  
HE FELL FOR  
A WRONG  
WOMAN AND  
FELL ALL THE  
WAY DOWN!

STARRING

## VIVIEN LEIGH AND MARLON BRANDO

KIM HUNTER • KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS.

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY



BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE." BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

Mat 501 — 5 cols. x 8 inches (555 lines)



Mat 202 — 2 cols. x 2¾ inches (76 lines)



Watch  
Date  
→

TODAY!

# "A Streetcar Named Desire"

NOW, AFTER HAVING  
BEEN SEEN BY A  
RECORD NUMBER  
OF PLAYGOERS  
IN 17 COUNTRIES,  
THE PULITZER PRIZE  
AND  
CRITICS AWARD PLAY  
BECOMES  
THE MOST EXCITING  
WARNER BROS.  
SCREEN OFFERING

AN  
ELIA KAZAN PRODUCTION  
PRODUCED BY  
CHARLES K. FELDMAN

STARRING  
VIVIEN  
LEIGH  
AND  
MARLON  
BRANDO



KIM HUNTER KARL MALDEN  
SCREEN PLAY BY  
TENNESSEE WILLIAMS  
DIRECTED BY ELIA KAZAN  
DISTRIBUTED BY WARNER BROS.



BASED UPON THE ORIGINAL PLAY "A STREETCAR  
NAMED DESIRE" BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

Mat 301 — 3 cols. x 9¾ inches (408 lines)

WARNER  
BROS.  
PRESENT

## "A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

SCREEN PLAY BY TENNESSEE WILLIAMS DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS.

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK



STARRING  
VIVIEN  
LEIGH  
AND  
MARLON  
BRANDO  
KIM HUNTER  
KARL MALDEN

Mat 201 — 2 cols. x 1½ inches (40 lines)

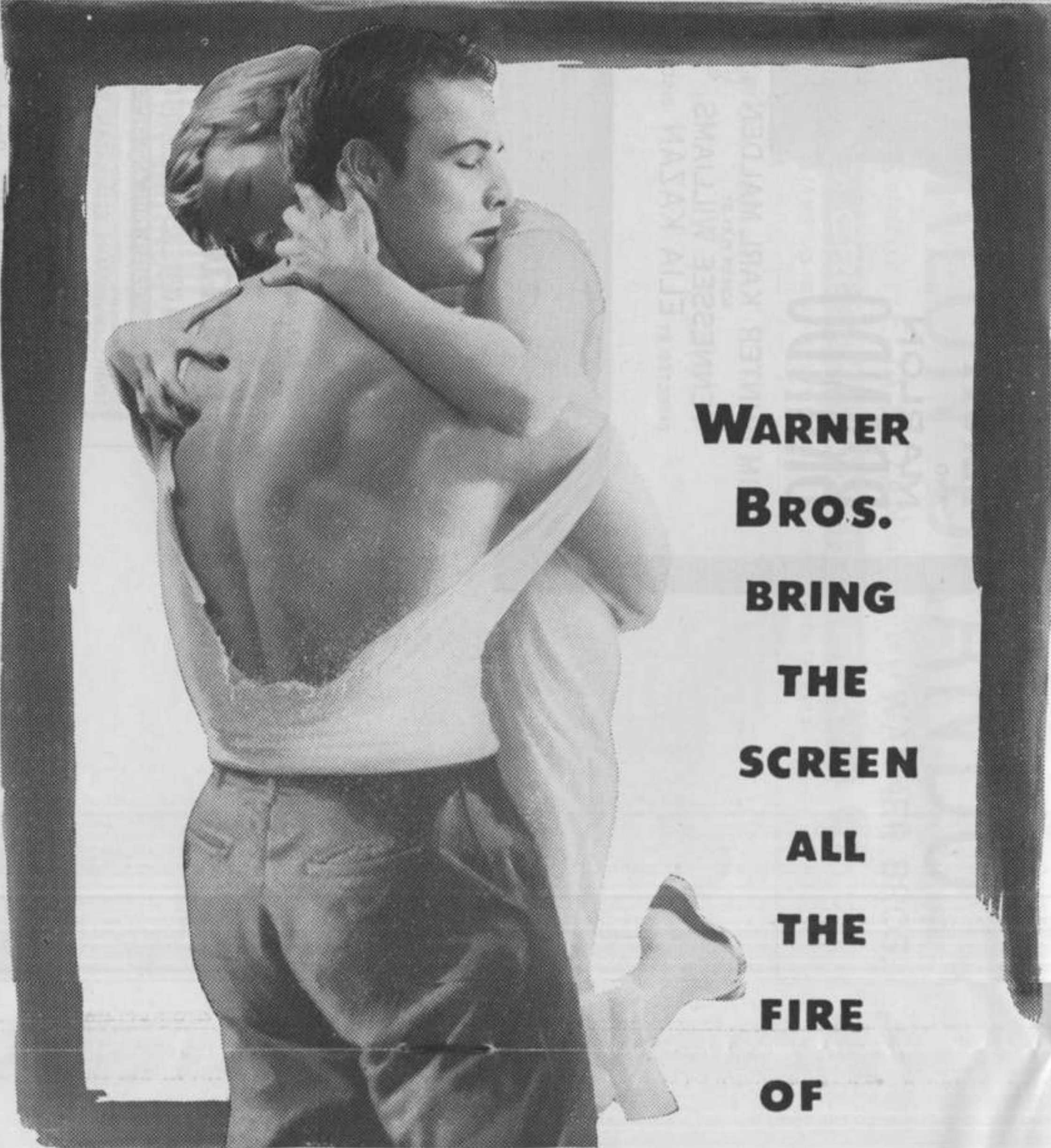


"Bold and brilliant!" Louella Parsons' citation as Best Production of the Month!"  
COSMOPOLITAN MAGAZINE

"All the impact that made it a Pulitzer Prize Winner!"  
NEW YORK TIMES

"Now seizes a place among Hollywood's rare great movies!"  
LOOK MAGAZINE

"Bids fair to run off with 1951's Academy Awards!"  
CORONET MAGAZINE



WARNER  
BROS.  
BRING  
THE  
SCREEN  
ALL  
THE  
FIRE  
OF

# "A Streetcar Named Desire"



AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING  
**VIVIEN LEIGH** AND **MARLON BRANDO**

KIM HUNTER • KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS  
FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY **ELIA KAZAN**  DISTRIBUTED BY **WARNER BROS.**

Mat 304 — 3 cols. x 15¼ inches (660 lines)

Mat 303  
3 cols. x 14¼ inches  
(597 lines)

The words, "Warner Theatre," in first line of last paragraph, have been removed from the mat. Be sure to insert your own theatre name.

## The Billing

WARNER BROS. Pictures Presents	50%
The Pulitzer Prize and New York Critics Award Play	5%
"A STREETCAR NAMED DESIRE"	20%
An ELIA KAZAN Production	20%
Produced by CHARLES K. FELDMAN	100%
Starring	
VIVIEN LEIGH and MARLON BRANDO	40%
KIM HUNTER - KARL MALDEN	25%
Screen Play by Tennessee Williams	25%
Based upon the Original Play "A Streetcar Named Desire," by Tennessee Williams	2 1/2%
As Presented on the Stage by Irene Mayer Selznick	2 1/2%
Directed by Elia Kazan	5%
Distributed by Warner Bros. Pictures	2 1/2%

WHY EVERYONE'S WAITING FOR

# "A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION  
PRODUCED BY CHARLES K. FELDMAN



As a play, it stands as one of the great dramatic achievements of our time—work of art come down to earth, vivid, robust, exciting. Its popularity knew no bounds. In addition to the marathon-run Broadway production, road shows went out all over the land, and all over the world. "Streetcar" became a symbol of unusual entertainment, and was seen in 17 countries by a record number of theatregoers. Its crowning triumph came when it won the coveted Pulitzer Prize and the Critics Award.



This is the play that has now been made into a motion picture, under the guiding hand of Elia Kazan who staged the original Broadway production. That Kazan succeeded in recapturing all the fire of "Streetcar" can best be summed up in the words of the author himself, Tennessee Williams, who said: "This is the first time I have seen a stage play actually increase in stature when transferred to the screen."

On the film's leading roles are Vivien Leigh who starred in the London production of the play—and Marlon Brando, the dramatic "find" of the original Broadway show. And with Brando, from Broadway, recreating their roles are Kim Hunter and Karl Malden.



Soon "Streetcar" will open at the Warner Theatre. Meanwhile, it has already been seen by some of the country's leading critics. This is the kind of praise that continues to pour in: "Will hold you spellbound! Seizes a place among Hollywood's rare great movies!"—LOOK MAGAZINE, "All the impact that made it a Pulitzer Prize winner!"—N. Y. TIMES, "Bids fair to run off with 1951's Academy Awards!"—CORONET MAGAZINE. Is there any wonder why everyone's waiting for "A Streetcar Named Desire"?

STARRING  
**VIVIEN LEIGH** AND **MARLON BRANDO**

KIM HUNTER • KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS  
BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK DIRECTED BY **ELIA KAZAN**  DISTRIBUTED BY **WARNER BROS.**

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY



ONE OF THE SCENES  
THAT MAKE IT SO GREAT:

....**W**hen  
she got there  
she met  
the brute Stan,  
and the side of  
New Orleans she  
hardly knew existed  
...Blanche, who  
wanted so much  
to stay a  
lady...

"Will hold you spell-  
bound! Seizes a  
place among  
Hollywood's rare  
great movies!"

LOOK Magazine

"Bids fair to  
run off with  
1951's Academy  
Awards!"

CORONET Magazine



"All the impact  
that made it  
a Pulitzer Prize  
winner!"

N. Y. TIMES

WARNER BROS.

BRING THE SCREEN ALL THE FIRE OF

# "A Streetcar Named Desire"



AN ELIA KAZAN

PRODUCTION

PRODUCED BY CHARLES K. FELDMAN

STARRING

VIVIEN LEIGH AND MARLON BRANDO

SCREEN PLAY BY

KIM HUNTER • KARL MALDEN TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE. BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY

ELIA KAZAN



WARNER BROS.



"All the impact that made it  
a Pulitzer Prize winner!"

N. Y. TIMES

"Will hold you spellbound! Seizes  
a place among Hollywood's rare  
great movies!"

LOOK Magazine

## "A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING VIVIEN LEIGH AND MARLON BRANDO

KIM HUNTER • KARL MALDEN

SCREEN PLAY BY TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE  
AND CRITICS AWARD PLAY

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE"  
BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS.

Mat 110

1 col. x 9 inches (125 lines)

Mat 206

2 cols. x 13 1/4 inches  
(376 lines)

The Special Ad Art used in this campaign  
is available as a set of 8 x 10 stills.

Order from National Screen.



**THE SHOWDOWN SCENE  
IN NEW ORLEANS**



**THEIR FIRST  
MOMENT ALONE**



**THE DISCOVERY  
OF HER PAST**



HAVE YOU SEEN THESE SCENES?

WARNER BROS. PRESENT

**"A Streetcar Named Desire"**

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING **VIVIEN LEIGH AND MARLON BRANDO**

KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS ELIA KAZAN · WARNER BROS.

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

HAVE YOU READ THESE REVIEWS?

**"Bids fair to run off with 1951's Academy Awards!"**

CORONET Magazine

**"Will hold you spellbound! Seizes a place among Hollywood's rare great movies!"**

LOOK Magazine

**"All the impact that made it a Pulitzer Prize winner!"**

N. Y. TIMES

Replace or add to this copy with quotes from your own local reviews.

Mat 401 — 4 cols. x 6¾ inches (356 lines)

WARNER BROS. PRESENT

**"A Streetcar Named Desire"**

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING **VIVIEN LEIGH AND MARLON BRANDO**

KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS.

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

Mat 101  
1 col. x 1¾ inches (19 lines)

WARNER BROS. PRESENT

**"A Streetcar Named Desire"**

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING **VIVIEN LEIGH AND MARLON BRANDO**

KIM HUNTER · KARL MALDEN · TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS.

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

Mat 102  
1 col. x 2¾ inches (33 lines)

"A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING **VIVIEN LEIGH AND MARLON BRANDO**

KIM HUNTER · KARL MALDEN · TENNESSEE WILLIAMS

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS.

"Will hold you spell-bound! Seizes a place among Hollywood's rare great movies!"

LOOK Magazine



Mat 204 — 2 cols. x 5½ inches (156 lines)



Layout suggestion for cards in trolleys and buses. On page 22 you will see tack card which can be used outside of trolleys and buses.

THE STREETCAR EVERYBODY'S WAITING FOR  
ARRIVES [ DATE ]

**"A Streetcar  
Named  
Desire"**



B I L L I N G

**DON'T FORGET**

**IT'S MOVIE TIME, U.S.A.!**

Refer to your Movietime,  
U.S.A. pressbook for ad-  
vertising and exploitation  
material to use in con-  
junction with this showing!



## Off-stage with "A Streetcar Named Desire"

FOR  
YOUR  
SUNDAY  
EDITOR

FOR  
REVERSE  
SIDES  
OF  
HERALDS



"A Streetcar Named Desire," film version of the famed Broadway hit that won the Pulitzer Prize and N. Y. Drama Critics' Award, is one of the most important productions of the season. Above, a street scene made by the company on location in New Orleans, with the camera crew at left getting set for the "take." At right, lovely Vivien Leigh, playing the feminine lead, gets last-

minute attention from her hairdresser before the shot. Below, the cast helps Director Elia Kazan celebrate a birthday. Left to right are Karl Malden, Kim Hunter, Kazan, Marlon Brando, Vivien Leigh and Nick Dennis. An Elia Kazan production, presented by Warner Bros. and produced by Charles K. Feldman, the film opens ..... at the ..... Theatre.

ORDER "STREETCAR MAT NO. 372-401X"

### FREE RECORDS FOR YOUR RADIO CAMPAIGN!

#### 3 FIVE-MINUTE STAR INTERVIEWS

Vivien  
LEIGH

Marlon  
BRANDO

Kim  
HUNTER

#### SPOT ANNOUNCEMENTS

One-minute and 15-second  
station break—on one record.

ORDER from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. C.



# HERE'S HOW TO USE SOME OF THE DRAMATIC

**1. Newspaper Contest** Run one scene daily, describe the situation (see captions below), have readers write the appropriate dialogue (two to four lines each). Best answers submitted wins passes. *Mats and stills available at National Screen Service Exchanges.*

(1st Day)



Blanche (Vivien Leigh) flees a tragic background and arrives at her sister's flat in New Orleans. Here she meets up with Kowalski (Marlon Brando), her sister's husband, who suspects her story and believes she has swindled her sister. (Add full contest information here.)

Still No. 372-16

Mat No. 372-2C

(2nd Day)

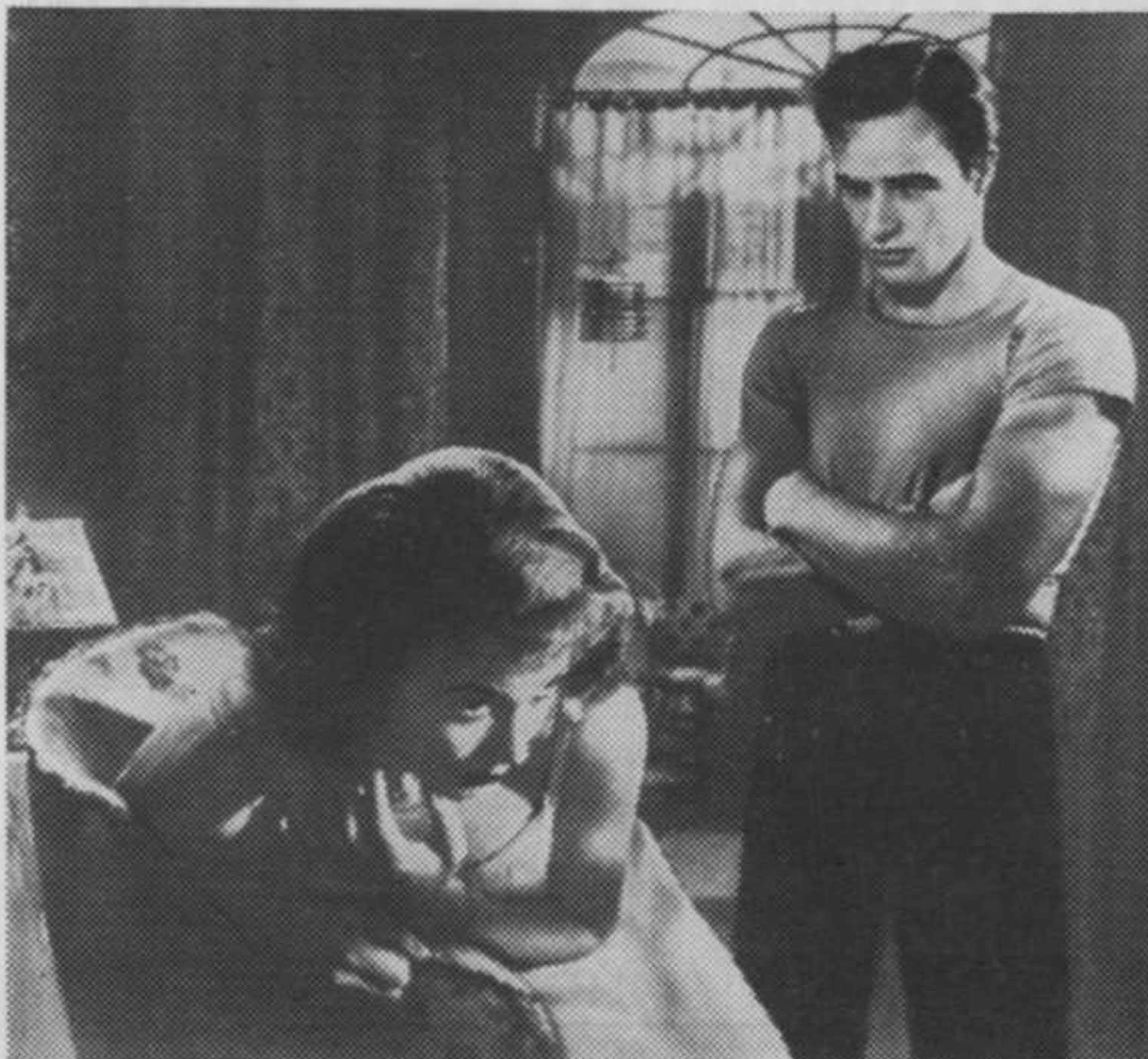


Alone for the first time and stripped of all pretense concerning her long ago lady-like background, Blanche (Vivien Leigh) suddenly knows Stan (Marlon Brando) for the brute he is. He seeks to destroy what little spirit she has remaining. (Add full contest information here.)

Still No. 372-686X

Mat No. 372-2D

(3rd Day)

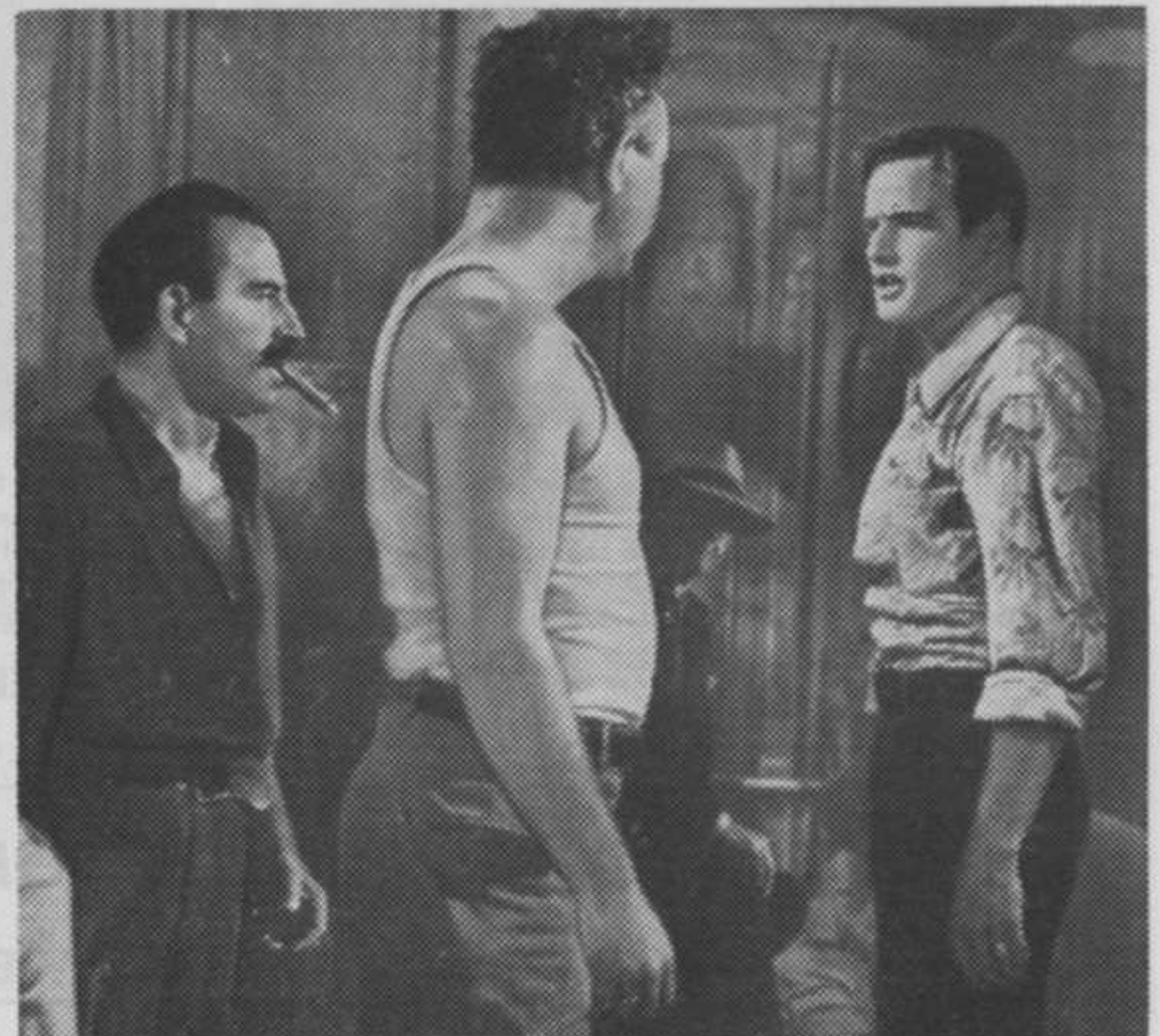


In the show-down scene, Stan (Marlon Brando), pulling no punches, tells "innocent" Blanche (Vivien Leigh) that he's been wise to her from the beginning. Her flimsy front, a pretense perhaps, has broken. (Add full contest information here.)

Still No. 372-734

Mat No. 372-2A

(4th Day)



His buddies (Nick Dennis and Rudy Bond) at last standing against him, Stan (Marlon Brando) tries to justify his persecutions of the admittedly shady Blanche. He still does not feel the quality of his acts. (Contest information here.)

Still No. 372-93

Mat No. 372-2B



# SCENES . . .

## 2. Throwaway Folder

Mat available for local printing, on 3½ x 12 stock, folded as shown. Carry billing and theatre credits on reverse side: *Note:* Use the four 1-col "portrayal" ad mats (see page 8) for another folder idea.



*The showdown in New Orleans!*



*Their first moment alone...*



*The discovery of her past!*



*The payoff scene!*

*These Are  
The Scenes  
That Make It  
So Dramatic!*

↑ FRONT COVER

← OPENED OUT

ORDER MAT  
NO. 372-201X

## 3. 11 x 14 Special Stills

Stills of the four, as well as several others, have been specially made up in 11 x 14 size. For use in lobby displays, or mounted on 20 x 20 easel-backed cards for department store windows.



ORDER "11 x 14 STILLS NO. 372"

## 4. Lobby 40x60

In addition to your regular display pieces, this is a 40 x 60 carrying only four dramatic scenes with a minimum of copy as shown.

### CAPITOL RECORD ALBUM

Capitol Records brings out an album of music from the original sound track. A chance for music store displays, contest prizes, etc.

### These Are The Scenes That Make It So Great!



WHEN SHE GOT THERE, she met the brute Stan, and the wife of New Orleans, she never knew existed...Blanche, who wanted so much to stay in Hollywood...



THE SHOWDOWN IN NEW ORLEANS. Stan, pulling no punches, tells "innocent" Blanche that he's been wise to her from the beginning.



ALONE FOR THE FIRST TIME. Now, stripped of all pretence, Blanche, the "would-be" New Orleans lady, suddenly knows Stan for the brute he is...



BROODING...VIOLENT...As he destroys both the girl and his best friend, Stan tries to tell his buddies why...

### A Streetcar Named Desire

[ BILLING - PLAYDATE ]



# TEASER TACK CARD

# STOP!

# GO SEE

# "A Streetcar Named Desire"



[ THEATRE  
AND  
DATE ]

ORDER Mat 372-301X. Print locally. Distribute and tack all over town. Use same idea for outside of trolleys and buses.

## STORE WINDOW TIE-UP STILLS

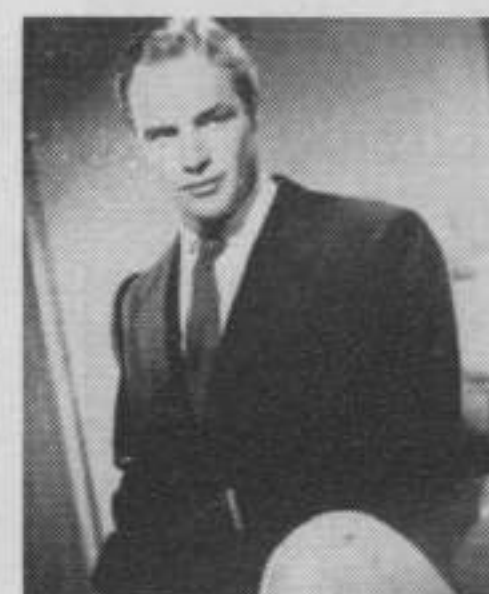
ORDER:  
"Window Stills No. 372"



Women's Wear  
372-677



Bracelet  
372-678



Men's Wear  
372-711



Sportswear  
372-A127



Necklace  
372-631



Bowtie  
372-605

## 4-DAY ONE-COLUMN NEWSPAPER CONTEST

Pick up art from  
publicity pages.

### A STREETCAR NAMED DESIRE MOVIE QUIZ CONTEST

Vivien Leigh  
Still No. 372-667  
Mat No. 372-1F  
(See page 26)

Vivien Leigh played the leading feminine role in  
SAMSON AND DELILAH  
GONE WITH THE WIND (X)  
CAPTAIN HORNBLOWER

### A STREETCAR NAMED DESIRE MOVIE QUIZ CONTEST

Marlon Brando  
Still No. 372-725  
Mat No. 372-1E  
(See page 26)

Marlon Brando made his screen debut in  
CYRANO DE BERGERAC  
THE GLASS MENAGERIE  
THE MEN (X)

### A STREETCAR NAMED DESIRE MOVIE QUIZ CONTEST

Kim Hunter  
Still No. 372-627  
Mat No. 372-1D  
(See page 27)

Kim Hunter had the leading femme role in  
STAIRWAY TO HEAVEN (X)  
HEAVEN CAN WAIT  
ONE FOOT IN HEAVEN

### A STREETCAR NAMED DESIRE MOVIE QUIZ CONTEST

Karl Malden  
Still No. 372-605  
Mat No. 372-1C  
(See page 27)

Karl Malden played a G.I. in  
GUADALCANAL DIARY  
HALLS OF MONTEZUMA (X)  
BREAKTHROUGH



# MOVIE-OF-THE-WEEK "A STREETCAR NAMED DESIRE"

Starts Friday  
Strand Theatre



**ARRIVED** in New Orleans, Blanche (Vivien Leigh) tells her sister, Stella (Kim Hunter) she has come because she has been distraught by the loss of the family plantation. 372-51



**STANLEY**, (Marlon Brando) Stella's husband, is suspicious of Blanche, however, He suggests Blanche has bought herself clothes and jewelry with the money, and is swindling Stella. 372-734



**SEEKING** kindness and security, Blanche falls in love with Stanley's friend, Mitch (Kim Hunter). Stanley, brutishly trying to humiliate her, tells Mitch of her past which he has secretly investigated. 372-44



**STELLA** away in the hospital, Stanley comes home, rips aside Blanche's attempts to cover her unfortunate background, breaks and destroys her spirit at last. 372-686X

ORDER "Movie-of-the-Week Mat No. 372-501X"

## ADVANCE QUOTES FOR YOUR DISPLAYS

"Will hold you spellbound! Seizes a place among Hollywood's rare great movies!"  
— LOOK MAGAZINE

"All the impact that made it a Pulitzer Prizewinner!"  
— N. Y. TIMES

"Week's Preferred List: Vivien Leigh's performance in the screen version of 'A Streetcar Named Desire' (an Academy Award potential if there ever was one)."

— DANTON WALKER, N. Y. DAILY NEWS

"Bold and brilliant!" Louella Parsons' citation as Best Production of the Month!  
— COSMOPOLITAN MAGAZINE

"A really great motion picture. Vivien Leigh gives one of the finest performances ever seen on the screen!"

— N. Y. MIRROR (MOVIE-OF-THE-WEEK)

"Streetcar" more powerful than the stage original—with nothing but Oscar awards in sight—for performances by Vivien Leigh, Marlon Brando and Kim Hunter, and Elia Kazan's superb direction!"

— LOUIS SOBOL (N. Y. JOURNAL-AMERICAN)

"Sock pic version of Pulitzer Prize play! Excellently produced! Grade A film-making!"  
— VARIETY

"Bids fair to run off with 1951's Academy Awards!"  
— CORONET

### FROM PRIZE-WINNING PLAY

"A Streetcar Named Desire" as a play won the Pulitzer Prize Play Award, the New York Drama Critics' Award. In addition to this acclaim as one of the most outstanding dramatic works on Broadway in a generation, the play was seen also in leading cities throughout the country and abroad. Make the most of these facts by reaching potential playgoer lists by letter and postcard. Send to Women's clubs, and library and general lists should also be included.

### TROLLEY RENAMED "DESIRE"

A publicity-minded streetcar company and a gag picture-minded editor might like stunt where the oldest trolley is named "Desire" at town's busiest corner at high noon one day. Ceremonial fanfare with pretty girl hanging the sign, company president, mayor and campaign contest winners in attendance, builds up the newspix possibilities.

### STREETCAR CO. TIE-UP

Here's one that worked recently in St. Louis and is adaptable. Streetcar and bus interests tied in with the theatres, and every person using cars and buses during one particular week received a transfer good for a discount when presented at the theatres for admission. This was in return for prominent display space on the conveyors. It's a particularly good stunt for a picture with "Streetcar" in the title.

### NEW ORLEANS QUIZ

Radio announcer asks listeners how well they know New Orleans. Correct answers win passes.

- 1) What football stadium is located there? (Sugar Bowl)
- 2) On what street is the home of the Blues? (Basin Street)
- 3) What American general fought at the Battle of New Orleans? (Andrew Jackson)
- 4) What is the name of the annual pageant celebrated there? (Mardi Gras)
- 5) New Orleans was originally part of a territory owned by what country? (France)
- 6) Is New Orleans the capital of Louisiana? (No. Baton Rouge)
- 7) What is the picturesque old section of New Orleans called? (French Quarter)
- 8) Name one important university in New Orleans. (Tulane)
- 9) What river empties into the Gulf of Mexico at New Orleans? (Mississippi)
- 10) What famous play, now a film, takes place in New Orleans? ("A Streetcar Named Desire")



(Lead Story)

## Stage Hit Now Film, Soon On Local Screen

"A Streetcar Named Desire," the extraordinary play that won the Pulitzer Prize and the New York Drama Critics' Award in the course of its Broadway run, has been made into a motion picture. It will be seen at the Theatre starting

Starring Vivien Leigh, who created the lead role in London, and Marlon Brando, star of the New York version, the picture boasts the entire prize-winning New York cast. In addition, Elia Kazan, the talented Broadway and Hollywood director who staged the original, directed this picturization of the famed Tennessee Williams work. An Elia Kazan production, the film was produced by Charles K. Feldman for Warner Bros. distribution. Jack L. Warner personally directed the Warner Bros. participation.

### Unusual Story

Thus it is that the forthcoming film will have all the elements of the great Broadway attraction. The gifted Tennessee Williams penned a touching, yet powerful work in "A Streetcar Named Desire." The story of a southern "gentlewoman" whose life takes a downward direction as the family estate falls off to nothing, it tells how she flees her home town to come and live with her sister in New Orleans. The sister, a normal young woman who has thrown off the dreamy memories of the past, is married to a muscular young man, who though beneath her former station perhaps, gives her happiness, nonetheless. But Blanche, attempting to hold on to her unreal earlier days, provokes her brother-in-law into searching out and revealing her more immediate past, leading to the climax.

### Played "Scarlett"

Vivien Leigh, who created the role of Scarlett in the fabulous "Gone With the Wind," played the role of Blanche in the London production for nine months. As one of England's outstanding actresses, her reputation assured producers of a top performance. In Marlon Brando, creator of the Broadway role of the brutish Stanley Kowalski, was another assurance. Kim Hunter as Stella, the sister, Karl Malden as Mitch, the suitor, Rudy Bond, Nick Dennis, Peg Hillias and Richard Garrick also repeat their original roles.

With the medium of the screen allowing for greater latitude in depicting the action of the story, Director Kazan took his cast into the French Quarter of New Orleans to film authentic background scenes which, of course, were just mentioned in the dialogue of the play.



VIVIEN LEIGH, stage and screen star, plays the role of Blanche in "A Streetcar Named Desire" an Elia Kazan production, produced by Charles K. Feldman for Warner Bros. release which comes to the on Still No. 372-736 Mat No. 372-2E

(Leigh Story)

## Vivien Leigh Plays Another Choice Role

By accident, rather than design, Vivien Leigh has portrayed two of the most famous American Southern women in motion picture and literary history.

Miss Leigh plays Blanche DuBois, Tennessee Williams' touching heroine, in "A Streetcar Named Desire." The internationally celebrated stage hit reaches the screen, an Elia Kazan production, produced by Charles K. Feldman for distribution by Warner Bros., opens on

Elia Kazan, who directed the original New York staging, is the director of the picture. As Miss Leigh's co-star, there's Marlon Brando of the Broadway footlight cast and ranked as the most sensational young actor in recent years. Also appearing in the film are other players from the original company, including Kim Hunter and Karl Malden.

Miss Leigh came to Hollywood direct from England for "A Streetcar Named Desire" after appearing as Blanche on the London stage for nine months.

"Doubly fortunate for me that I was chosen for the motion picture version and that I was free to accept," she said. "This is my first American-made picture in some years and I couldn't be more thrilled.

Miss Leigh added that she will never forget that other Southern lady in her gallery of characterizations — fiery Scarlett O'Hara in "Gone With The Wind," from Margaret Mitchell's classic.

"When the search was on for the lucky girl to bring Scarlett to life, I never thought the final choice would be me," she remarked. "Which is why I love the acting profession so much. You never know what's going to happen to you in it or what it's going to bring to you. Lucky me! I not only became Scarlett but I became Blanche, as well."

## 'Streetcar Named Desire' Due

Richard Day, an Academy Award winner five times for his distinguished art direction, describes his settings for "A Streetcar Named Desire" as "dramatized realism."

With New Orleans and the picturesque French Quarter as background for the taut emotional action of Tennessee Williams' celebrated stage success, the film will be shown on the Theatre screen starting with Vivien Leigh and Marlon Brando. It is an Elia Kazan production, produced by Charles K. Feldman for Warner Bros. Kazan directed. Day spent some weeks in the Louisiana city absorbing atmosphere and acquiring material.

"My whole basis of design was to create backgrounds that work and prey on the character of Blanche DuBois, the central figure of the story, which Vivien Leigh portrays," Day continued. "These settings had to tear and eat away at Blanche's nerves and play their part in her final disintegration.

"When she comes to visit her sister Stella and Stella's husband, played by Kim Hunter and Marlon Brando, the shock of what she sees in contrast to her neatness, her gentleness and her feeling for dwelling in the grandeur of the past had to be emphatically depicted.

"And so we have Stella and

Stanley's place. One hundred and fifty years ago in the city that was, it was a mansion, with its beautiful doors, splendid old mantelpiece, and refined architectural detail. Today, it has degenerated to a slum, with stain and carelessness and disregard, the warp of time and the functional use of modern progress having taken their toll. Blanche's horror is immediately apparent and this flat continues to work on her emotions, even though she makes some effort to restore and clean it up."

## Warner Bros. Presents 'A

Blanche	VIVIEN LEIGH
Stanley	MARLON BRANDO
Stella	KIM HUNTER
Mitch	KARL MALDEN
Steve	Rudy Bond
Pablo	Nick Dennis
Eunice	Peg Hillias
A Collector	Wright King
A Doctor	Richard Garrick
The Matron	Ann Dere
The Mexican Woman	Edna Thomas

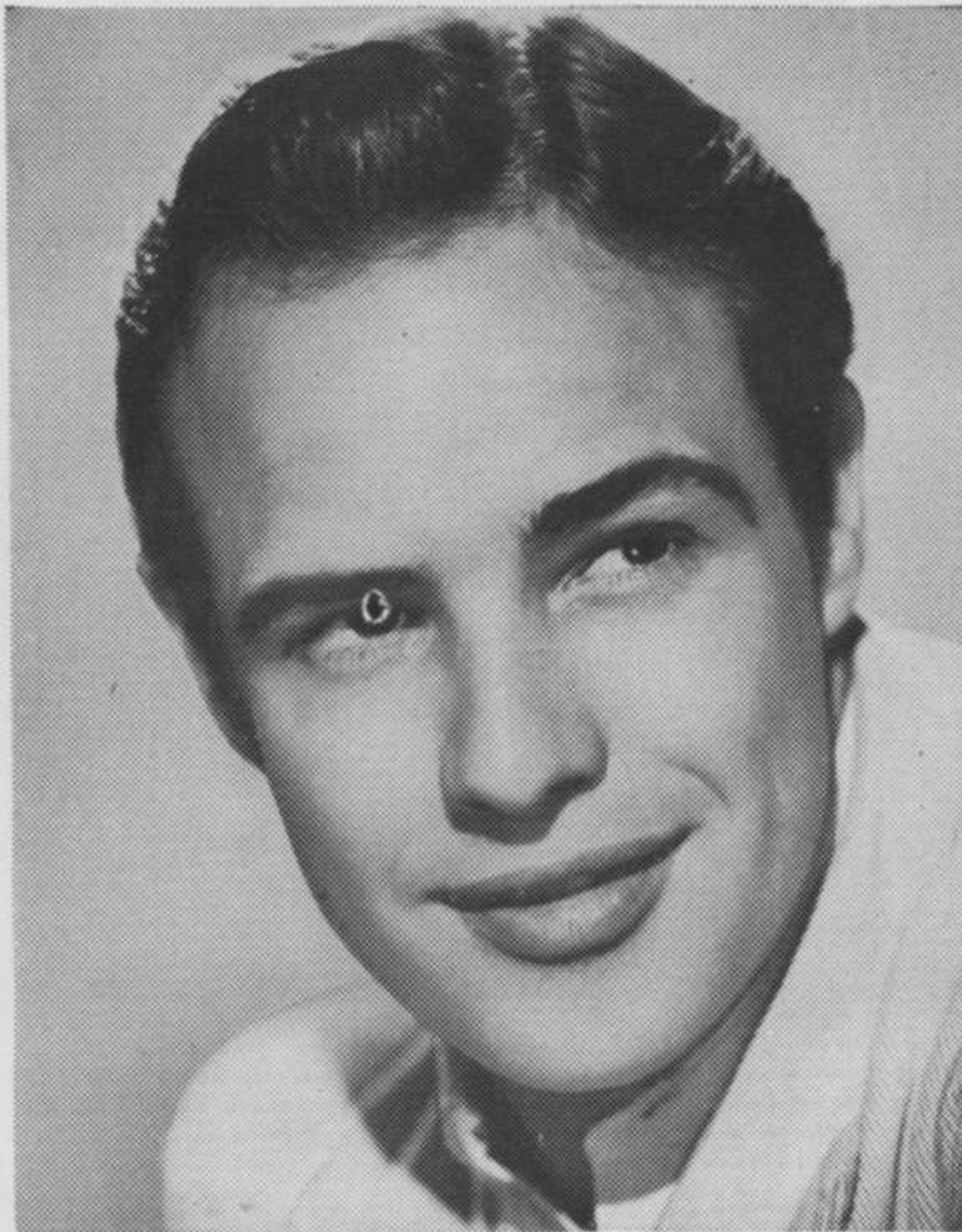


## Great Talents Pooled for 'Streetcar' Film

Of all the personalities developed by the famed Group Theatre in New York none are perhaps more grateful than Tennessee Williams and Elia Kazan. It was the Theatre's awarding Williams a money prize for his one-act plays which brought him to New York and a subsequent Pulitzer Prize for "A Streetcar Named Desire." Kazan, beginning as an errand boy there, learned much of the stage-craft and teaching that has made him one of the foremost directors of stage and screen today.

So it was that the creative skill of Mr. Williams and the directorial genius of "Gadge" Kazan, brought "A Streetcar Named Desire" to Broadway audiences and on to international fame. Then, when Hollywood beckoned for the filmization of the stage hit, the talented team travelled to the Coast to fashion a celluloid version. With them came the original Broadway cast: Marlon Brando, Kim Hunter and Karl Malden.

For the cherished role of



MARLON BRANDO, sensational Broadway actor who shot to fame in the Broadway production of "A Streetcar Named Desire," is seen in the same role in the film version which comes to the Theatre.

Still No. 372-697

Mat No. 372-21'

## Marlon Brando Hitch-Hiked to Stardom

When Marlon Brando hit the road one day to hitch-hike from New York to Cape Cod to read for author Tennessee Williams, a headline career was launched that was never to be more outdone than by the manner in which he made the trip.

Brando got the part—it was the key role in "A Streetcar Named Desire," the play that was later to rock Broadway, win the Pulitzer Prize and the New York Drama Critics' Award. Now it has been made into a motion picture, and Brando again plays the role of Kowalski.

Marlon Brando, young, good-looking and independent, left Libertyville, Illinois, seven years ago to try his hand at acting in New York. He studied at a dramatic school and then, after one season in a Sayville, Long Island stock company, landed a few minor roles on Broadway.

### Brando an Individualist

Kazan sent Brando on the memorable trip to see author Tennessee Williams, and a new star was on his way. Brando is known on Broadway and in Hollywood as anything from a rugged individual to an eccentric, for he failed to conform from the very beginning with the accepted conception of a theatrical star. For one thing Brando is unimpressed with the glitter of both theatrical capitals and to this day lives in a glamorless walkup, wears loafers and T-shirts, and eats in cafeterias. Marlon simply explains it by saying he's just more comfortable without a necktie. Who's eccentric now?

He won't sign any long-term Hollywood contracts. He'll do a picture, sure, but only when the part interests him. Thus it was that he played the paraplegic veteran in "The Men" produced by Stanley Kramer, a man for whom the actor has great respect. Brando still goes to dramatic school in New York and continues to study at his "trade," much like any other intelligent craftsman or professional.

### Play-into-Film

Two years ago when Charles K. Feldman in consultation with Jack L. Warner, took steps to produce "A Streetcar Named Desire" for Warners, it followed that author Williams and the original stager Elia Kazan should be at the helm again, also that these two should try to retain as many members of the original cast as possible. Kim Hunter, Karl Malden, Rudy Bond, Peg Hillias and Nick Dennis duplicate their stage roles, while Vivien Leigh, summoned from London where she portrayed the leading female role in "Streetcar" for almost a year, resumes the characterization in the screen version.

The picture is at the



ELIA  
KAZAN

TENNESSEE  
WILLIAMS

Still 372-A170  
Mat 372-1A

Still 372-A86  
Mat 372-1B

Blanche DuBois, heroine of the drama, they, together with producer Charles K. Feldman and executive producer Jack L. Warner, chose Vivien Leigh who originated the characterization in the London version.

## Original B'way Cast in Film

With the exception of Vivien Leigh, the entire cast of the original New York stage production of "A Streetcar Named Desire" appears in the motion picture version, which Elia Kazan is directing with Miss Leigh and Marlon Brando co-starred. The heralded filmization, released by Warner Bros., makes its local debut on at the

When Kazan, who also was responsible for the Broadway staging, signed to direct the pic-

turization of Tennessee Williams' Pulitzer Prize winning success, he immediately sought the services of the actors who had helped establish the play as one of the great dramas in modern theatre.

Brando, the talented young performer who had risen to fame for his performance of the brutish Stanley Kowalski, recreates the role on screen. Kim Hunter and Karl Malden, also featured on Broadway, are seen in their original characterizations.

As for the balance of the cast, there's Rudy Bond, Peg Hillias, Nick Dennis, Wright King, Richard Garrick and Ann Dere—all from Broadway.

### Played it in London

Miss Leigh, however, is no stranger to the exacting emotional role of Blanche DuBois, the heroine of "A Streetcar Named Desire."

She created the show on the London stage, starring in it for nine months, before heading for Hollywood for the screen version—her biggest role since she played the memorable Scarlett in "Gone With The Wind."

An Elia Kazan production, produced by Charles K. Feldman for Warners, "A Streetcar Named Desire" is another in the list of famed stage plays made into films. Playwright Williams wrote the screenplay.

## Streetcar Named Desire'

An Elia Kazan production. Produced by Charles K. Feldman. Directed by Elia Kazan. Screen Play by Tennessee Williams. Adaptation by Oscar Saul. Based Upon The Original Play "A Streetcar Named Desire" by Tennessee Williams, as presented on the stage by Irene Mayer Selznick. Photography by Harry Stradling, A.S.C. Art Director, Richard Day. Film Editor, David Weisbart. Sound by C. A. Riggs. Set Decorator, George James Hopkins. Original Music by Alex North. Musical Direction by Ray Heindorf. Wardrobe by Lucinda Ballard. Makeup Artist, Gordon Bau. Assistant Director, Don Page.



## Damon Runyon Made Actor of Greek Boxer

Damon Runyon made Nick Dennis what he is today . . . an actor.

"Which to me, a fighter by profession at that time, was an indignity," declared the peppery, five foot fiver. "Also I was just, plain scared. I kept telling Runyon 'You can't do this to me!' But do you know what? He did."

That was 15 years ago when the young, Greek-American ring star went to New York in quest of a new manager, his own manager having died.

"I'd known Damon as a friend for some years, ever since I took to the gloves," Dennis continued. "He always thought I should get out of the racket and take up something better. But I had a family to support. So I stuck



MARLON BRANDO

Still No. 372-725 Mat No. 372-1E

with it. Until Damon put one over on me and said he'd get me a manager—a fellow named Howard Lindsay."

What Dennis didn't know was that Lindsay was a Broadway director-producer and co-author, with Runyon, of a fast, rough and tough farce called "A Slight Case of Murder," about to go into rehearsal.

"When Damon introduced me to Lindsay I thought he was in the fight business," Dennis smiled. "Before our dinner meeting was through, the two guys had made me an actor."

Twenty successful New York shows later, and Dennis was assigned to "A Streetcar Named Desire" by Director Elia Kazan. He played Tennessee Williams' Pulitzer Prize winner for two years on Broadway and has now turned his attention to re-creating his original role of Marlon Brando's rowdy, poker playing pal in the film at the . . .



ALONE FOR THE FIRST TIME, Blanche, the "would-be" New Orleans lady, suddenly knows Stan for the brute he is, in this memorable scene from "A Streetcar Named Desire," an Elia Kazan production, produced by Charles K. Feldman for Warner Bros., and due at the . . . Theatre on . . . Vivien Leigh and Marlon Brando co-star in the film.

Still No. 372-686X

Mat No. 372-2D

(Opening Day Story)

## Heralded 'Streetcar' Due Today

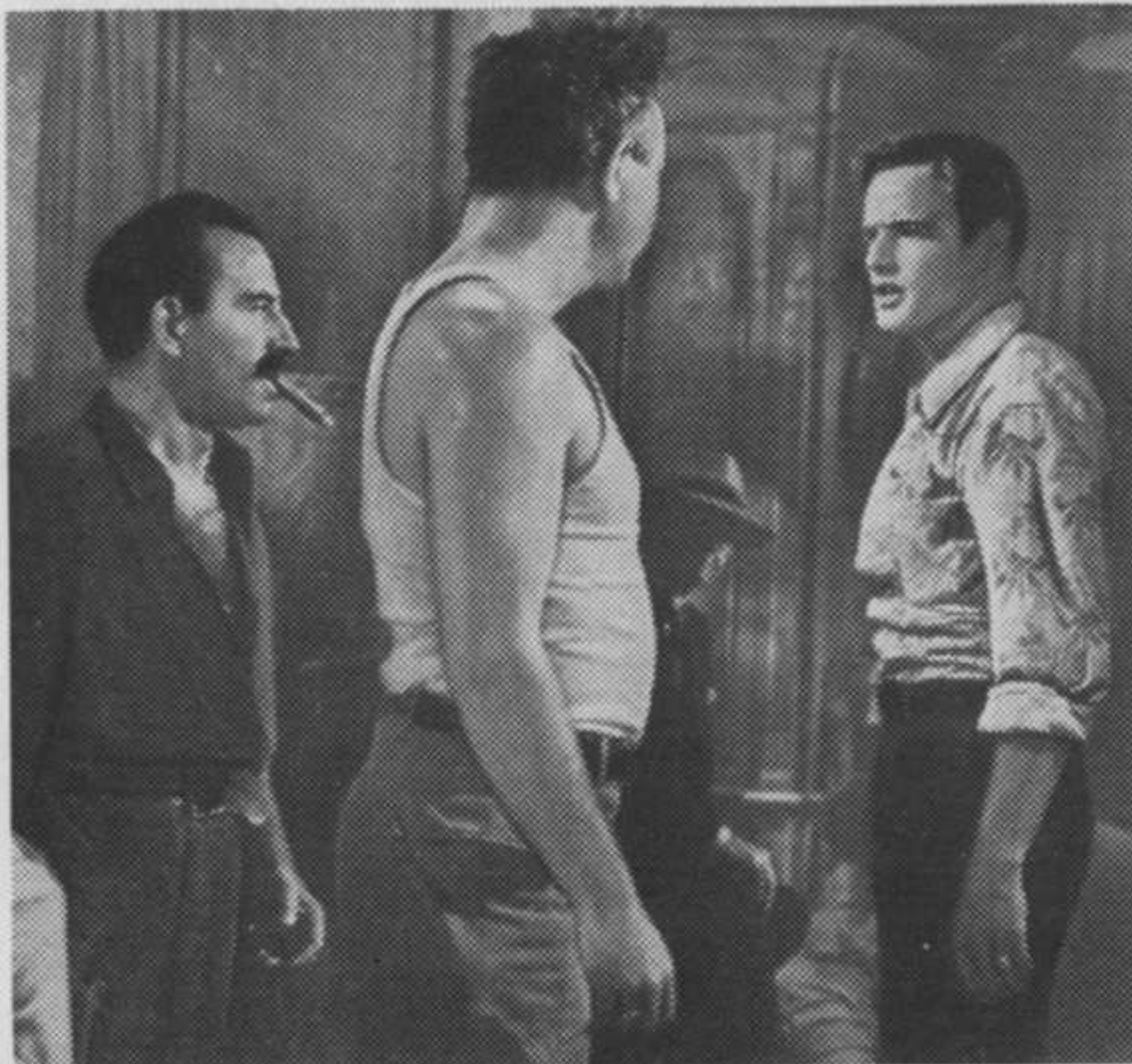
"A Streetcar Named Desire," film version of the Pulitzer Prize-winning and New York Drama Critics' Award production, opens today at the . . . Theatre.

Co-starring Vivien Leigh and Marlon Brando, "A Streetcar Named Desire" is an Elia Kazan production, produced by Charles K. Feldman for Warner Bros. and directed by Kazan, who was also responsible for the original

Broadway staging.

Others, in the screen cast of the Tennessee Williams play, are Kim Hunter, Karl Malden, Rudy Bond and Peg Hillias, who with Mr. Brando, re-create their original New York roles.

Vivien Leigh, whose last American role was as "Scarlett" in "Gone With the Wind," created the "Streetcar" role in the London version.



MARLON BRANDO faces his embittered friends in a dramatic scene from "A Streetcar Named Desire," an Elia Kazan production, produced by Charles K. Feldman for Warner Bros., distribution which opens . . . at the . . . Theatre. Vivien Leighs plays the femme lead in the film.

Still No. 372-93

Mat No. 372-2B

## STORY SYNOPSIS

(Not for publication)

On a streetcar named Desire, Blanche DuBois (Vivien Leigh) reaches a section of the old French Quarter in New Orleans to visit her sister Stella (Kim Hunter) and Stella's brutish husband, Stanley (Marlon Brando). Blanche, in her dream world of long-gone gentility, is shaken by the shabbiness of her sister's flat. Stella for her part is shocked by Blanche's neurotic appearance as the latter pours forth an incoherent account of how she left her teaching job because of ill health brought about by the loss of the family plantation. Stanley harasses and plies Blanche with questions concerning the dwindled estate, suggesting that perhaps she was swindling Stella. Blanche



VIVIEN LEIGH

Still No. 372-667 Mat No. 372-1F

meets Mitch (Karl Malden), Stanley's poker-playing pal, and romance develops until Stanley, angered by Blanche's calling attention to his crudeness, and nursing a cruel desire to break down the vestiges of her personality, investigates his sister-in-law. He learns that she has had a questionable past, and so informs Mitch. Bitterness between Blanche and Stanley deepens as he plans to send her back home. Then one night while Stella is at the hospital having her baby, Stanley continues his badgering of Blanche who suffers a complete breakdown. Blanche is soon taken away as Stanley, rebuffed by his wife, his friends embittered, sees the results of his handiwork.

Running  
Time:

122 Minutes



## Gary, Indiana Steeler Now Film Actor

Karl Malden, who appears in his original Broadway stage role for the picturization of Tennessee Williams' Pulitzer Prize winning drama, "A Streetcar Named Desire," once worked as a steel worker in factories located in his home town of Gary, Indiana. The film which co-stars Vivien Leigh and Marlon Brando, and opens at the Theatre, is an Elia Kazan production, produced by Charles K. Feldman for Warner Bros.

Malden first answered the lure of the theatre by attending Goodman Theatre in Chicago. After a trying few months in New York, he got his first big break



KARL MALDEN

Still No. 372-605 Mat No. 372-1C

in "Golden Boy." From then on, he became identified as one of the footlight's first ranking character leading men, with outstanding performances in "Key Largo" and "All My Sons."

Karl has appeared in several motion pictures prior to "Streetcar." He was featured with Gregory Peck in "The Gunfighter," "Where the Sidewalk Ends" and "The Halls of Montezuma."

As to those three years as a steel worker, Malden cheerfully admits that he prefers acting for a living.

"A Streetcar Named Desire" also stars Kim Hunter, with Rudy Bond, Peg Hillias, Nick Dennis and Richard Garrick—all from the original Broadway production.

The star of the film, Vivien Leigh, is remembered in her last American film role as "Scarlett" in "Gone With The Wind." Her co-star, Marlon Brando, shot to fame a few years ago in the Broadway cast of "Streetcar."



MARLON BRANDO, as Stan, plays rough with Vivien Leigh in "A Streetcar Named Desire," an Elia Kazan production, produced by Charles K. Feldman for Warner Bros., and opening at the Theatre on . . . . . The long-awaited film also boasts the original Broadway cast.

Still No. 372-16

Mat No. 372-2C

## Brando Only Gent Present

Vivien Leigh told it on the set of a "A Streetcar Named Desire" concerning her co-star, Marlon Brando, and his fame as an informal dresser.

Miss Leigh and her husband, Laurence Olivier, gave a small dinner party at their Coldwater Canyon home, some time ago, to which they invited Brando.

"And Marlon, of all the men present, was the only one wearing a suit and a tie," the star

commented. "What does that do to those stories that Marlon only favors T-shirts and dungarees on his social dates?"

The screen version of the Pulitzer Prize-winning drama, an Elia Kazan production, produced by Charles K. Feldman, was distributed by Warner Bros. and has its first showing at the Theatre, starting



SHOWDOWN IN NEW ORLEANS. Stan, pulling no punches, tells "innocent" Blanche that he's wise to her "lady-like" behavior, in a memorable scene from "A Streetcar Named Desire" which co-stars Vivien Leigh and Marlon Brando. The film, an Elia Kazan production, produced by Charles K. Feldman for Warner Bros., opens at the Theatre.

Still No. 372-734

Mat No. 372-2A

## Sounds British, Kim's Really Detroit, U. S. A.

Janet Cole of Detroit is now Kim Hunter of Hollywood, New York and London.

Miss Hunter, currently, is making her first appearance in five years before the cameras as the sister in "A Streetcar Named Desire," an Elia Kazan production, produced by Charles K. Feldman for distribution by Warner Bros. It's the same role she created on Broadway in Tennessee Williams' Pulitzer Prize winning success.

"Elia Kazan, who directed the play, sent for me when he signed to direct the picture," Miss Hunter explained. "He's got most of us for the film—Marlon Brando, Karl Malden, Peg Hillias, straight on down to the players with two or three lines.



KIM HUNTER

Still No. 372-627 Mat No. 372-1D

We're a regular family group, having been together for so many years. And Vivien Leigh who has come from London is one of us. After all, she created 'Streetcar' in England."

It was David O. Selznick who ruled that Janet Cole become Kim Hunter. This, when fresh from several seasons of stock in Florida and Baltimore, she had moved to California, played a show at Pasadena Community Theatre, been seen by a Selznick scout and signed to a long term movie contract.

"Selznick couldn't see anything dramatic in the name of Janet Cole," she laughed. "He couldn't wait to take it away from me. As Kim Hunter, however, I've had a lot of luck, even though, in many circles, it's cost me my American nationality. Many people think I'm British born because of that name and because they saw me in two British films."

So I've done my best to clear up those crazy stories. I'm very much from Detroit, U.S.A."



THESE  
ARE THE  
ADS  
FROM THE  
SENSATIONALLY  
SUCCESSFUL  
NEW YORK  
AND  
LOS ANGELES  
CAMPAIGNS!

(Other ads used were  
selected from those  
in the Advertising Section  
of the Pressbook.)

*Note: This copy  
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Watch also word  
"Today" in first  
line above. Be  
sure to insert  
proper copy.*



TODAY WARNER BROS. BRING TO THE VAST  
MOTION PICTURE AUDIENCE ALL THE FIRE OF

# "A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION

PRODUCED BY CHARLES K. FELDMAN



STARRING

VIVIEN LEIGH AND MARLON BRANDO

KIM HUNTER • KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS

DIRECTED BY  
ELIA KAZAN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE."  
BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK



FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

THE 'STREETCAR' EVERYONE'S WAITING FOR ARRIVES  
TODAY 9 A.M. • WARNER THEATRE

(FORMERLY STRAND) B'WAY AT 47th

MAT 302-S



→  
These review  
quotes may  
be replaced  
by lines from  
local reviews  
if desirable.  
→

**"Comments cannot do it justice! You must see it to appreciate it  
— and that we strongly urge you to do!"** NEW YORK TIMES

**"Raw, rough, gripping  
emotional drama for  
its full 122 minutes!"**  
N. Y. DAILY MIRROR

**"Polish up an Oscar  
for 'Streetcar'!"**  
HOLIDAY MAGAZINE

**"Vivien Leigh's breath-  
taking performance  
is an Academy Award  
potential if ever  
there was one!"**  
DANTON WALKER

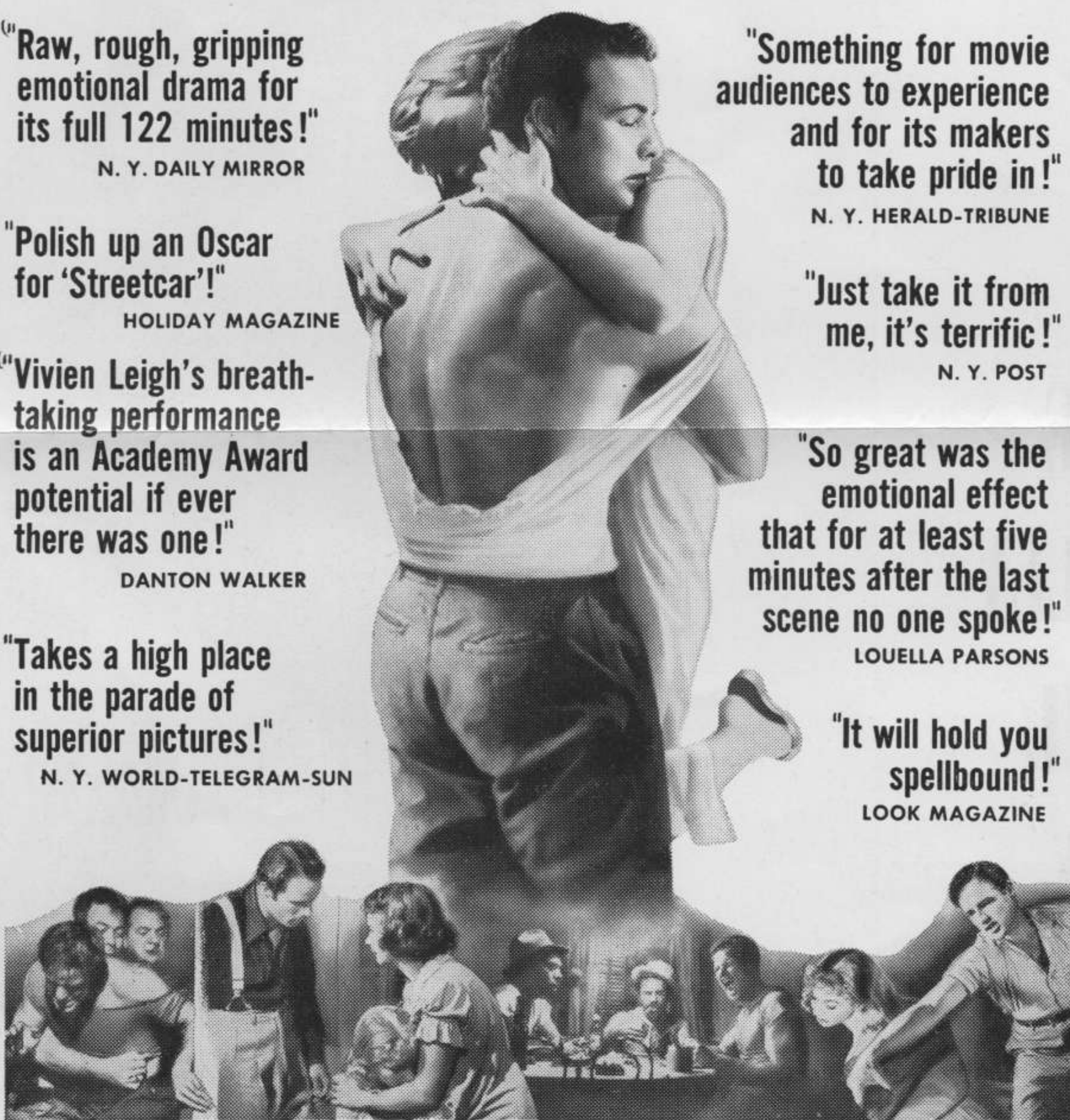
**"Takes a high place  
in the parade of  
superior pictures!"**  
N. Y. WORLD-TELEGRAM-SUN

**"Something for movie  
audiences to experience  
and for its makers  
to take pride in!"**  
N. Y. HERALD-TRIBUNE

**"Just take it from  
me, it's terrific!"**  
N. Y. POST

**"So great was the  
emotional effect  
that for at least five  
minutes after the last  
scene no one spoke!"**  
LOUELLA PARSONS

**"It will hold you  
spellbound!"**  
LOOK MAGAZINE



WARNER  
BROS.  
PRESENT

# "A Streetcar Named Desire"

AN  
ELIA KAZAN  
PRODUCTION  
PRODUCED BY  
CHARLES K.  
FELDMAN

STARRING

**VIVIEN LEIGH AND MARLON BRANDO**

KIM HUNTER • KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS

DIRECTED BY  
ELIA KAZAN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK



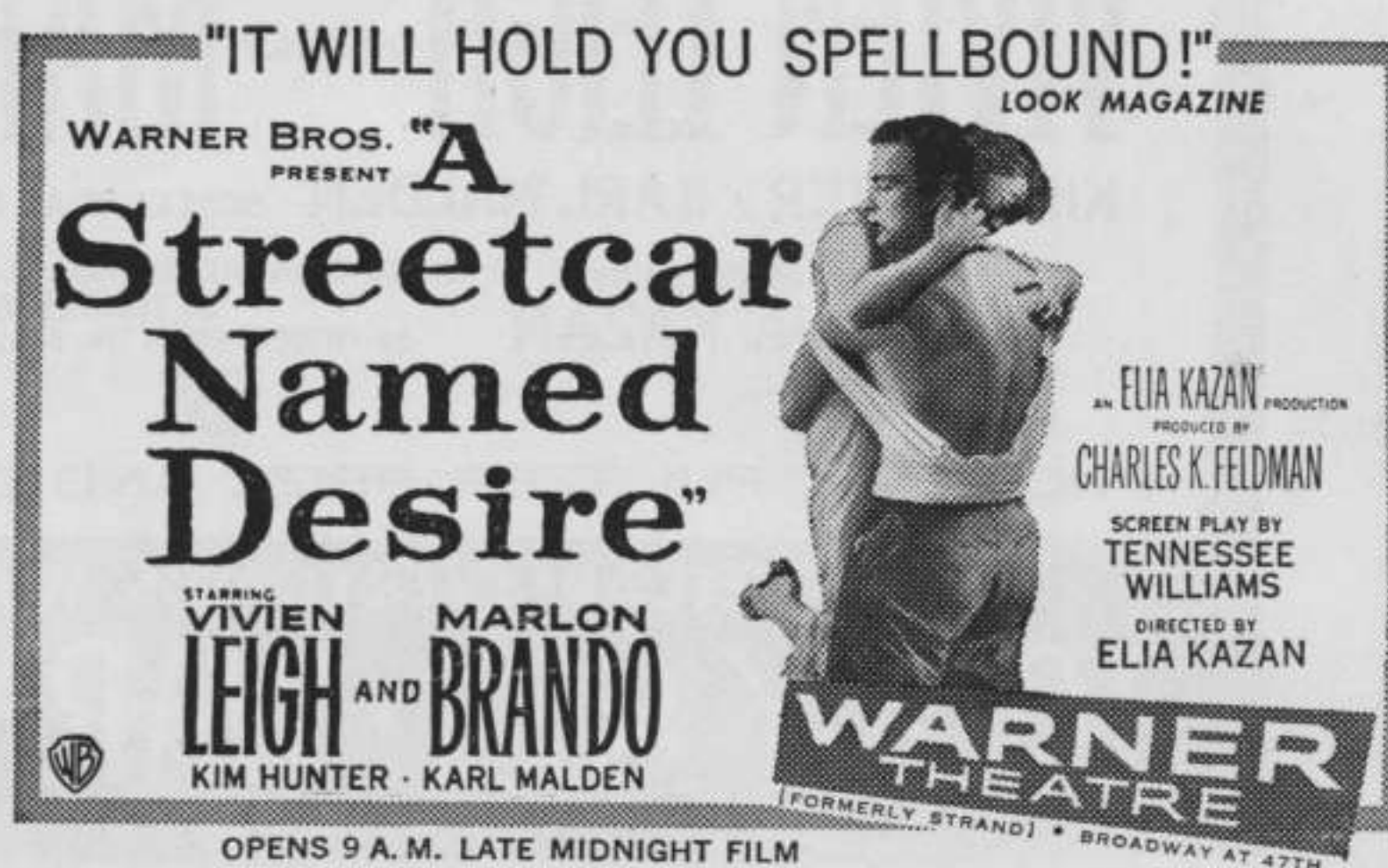
## NOW AT THE WARNER THEATRE

OPENS 9 A. M. LATE MIDNIGHT FILM

(FORMERLY STRAND) B'WAY AT 47th


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MAT 301-S



MAT 201-S





→  
Watch  
Copy!  
→


**"You must see it to appreciate it  
and that we strongly urge you to do!"**  
N.Y. Times

# "A Streetcar Named Desire"

STARRING  
VIVIEN LEIGH AND MARLON BRANDO  
AN ELIA KAZAN PROD. • PRODUCED BY CHARLES K. FELDMAN  
PRESENTED BY WARNER BROS.

MAT 102-S

# NOW!



WARNER  
BROS.  
PRESENT

## "A Streetcar Named Desire"

STARRING  
VIVIEN  
LEIGH AND MARLON  
BRANDO  
KIM HUNTER KARL MALDEN

AN ELIA KAZAN  
PRODUCTION  
PRODUCED BY  
CHARLES K.  
FELDMAN

SCREEN PLAY BY  
TENNESSEE WILLIAMS  
DIRECTED BY ELIA KAZAN

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY  
BASED UPON THE ORIGINAL PLAY, A STREETCAR  
NAMED DESIRE\* BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELTZICK

**WARNER  
THEATRE** (FORMERLY STRAND)  
OPENS 9 AM • B'WAY, 47 • LATE MIDNITE FILM

MAT 202-S

→  
Replace  
With Local  
Review Quote  
If Desirable  
→

## "GRIPPING EMOTIONAL DRAMA FOR ITS FULL 122 MINUTES!"

DAILY MIRROR  
Frank Quinn



WARNER  
BROS.  
PRESENT

# "A Streetcar Named Desire"

AN ELIA KAZAN  
PRODUCTION PRODUCED BY  
CHARLES K. FELDMAN

STARRING  
VIVIEN  
LEIGH AND MARLON  
BRANDO  
KIM HUNTER • KARL MALDEN

SCREEN PLAY BY  
TENNESSEE WILLIAMS  
DIRECTED BY ELIA KAZAN

IT'S  
MOVIETIME  
U.S.A.!

**WARNER THEATRE**  
(FORMERLY STRAND) • BROADWAY AT 47TH

OPENS 9 A.M.  
LATE  
MIDNITE FILM

MAT 203-S

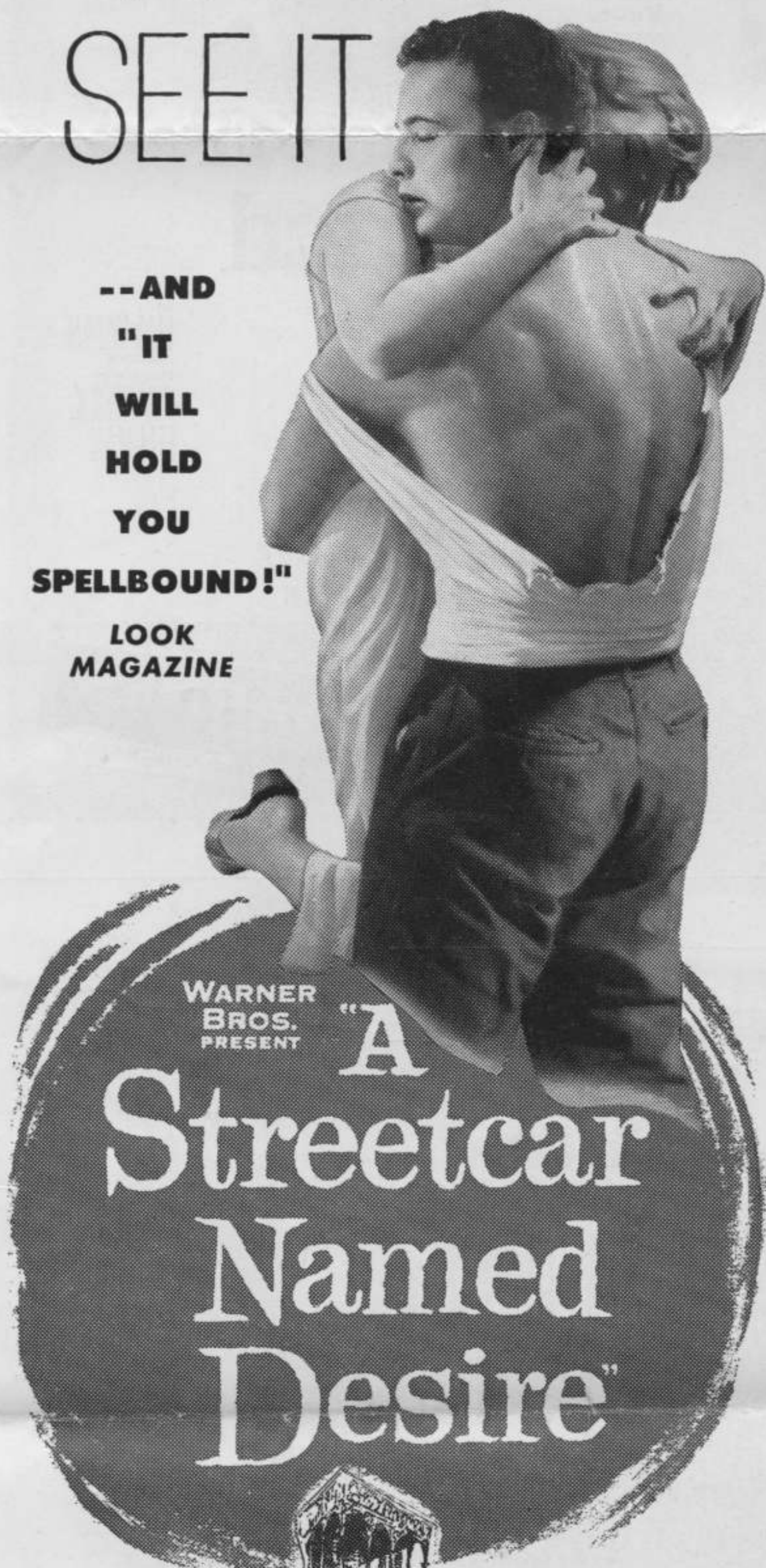
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AT 9 A.M.  
TOMORROW  
YOU CAN  
SEE IT

--AND  
"IT  
WILL  
HOLD  
YOU  
SPELLBOUND!"

LOOK  
MAGAZINE



AN ELIA KAZAN

PRODUCTION

PRODUCED BY CHARLES K. FELDMAN

STARRING  
VIVIEN  
LEIGH

AND

MARLON  
BRANDO

KIM HUNTER KARL MALDEN

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

SCREEN PLAY BY TENNESSEE WILLIAMS BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS  
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK



DIRECTED BY ELIA KAZAN

THE 'STREETCAR' EVERYONE'S WAITING FOR ARRIVES TOMORROW AT THE

WARNER THEATRE

(FORMERLY STRAND) • BROADWAY AT 47TH

MAT 204-S

←  
Watch  
Copy!  
←



SOON ALL THE FIRE OF  
"A  
Streetcar  
Named  
Desire"

STARRING  
VIVIEN LEIGH AND MARLON BRANDO  
AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN  
PRESENTED BY WARNER BROS.

MAT 101-S

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PRINTED  
IN  
U.S.A.



30p #37266

**THIS AD** in SATURDAY EVENING POST, LOOK, REDBOOK, COSMOPOLITAN, SEVENTEEN, COLLIER'S, TIME, GOOD HOUSEKEEPING, NEWSWEEK, PARENTS' MAGAZINE, MOVIE LIFE, MOVIE STARS PARADE, MODERN SCREEN, SCREEN STORIES MOVIELAND, SCREEN GUIDE, PHOTOPLAY, SCREENLAND, SILVER SCREEN and MOTION PICTURE **REACHED 110,919,020 READERS!**



WITH A PROUD  
PARADE OF ESPECIALLY INVITING  
ENTERTAINMENT TO BE SEEN NOW  
AND IN THE NEAR FUTURE,  
*Warner Bros. Pictures*  
ARE BRINGING AN EVER  
GREATER MEASURE OF  
PLEASURE TO THE  
MATCHLESS MAGIC  
OF THE MOTION  
PICTURE  
THEATRE.

THE SUN  
NEVER SETS  
ON HIS  
WORLD OF  
ADVENTURE!

GREGORY VIRGINIA  
**PECK MAYO**  
IN  
**"Captain Horatio  
Hornblower"**  
*color by* **TECHNICOLOR**  
DIRECTED BY **RAOUL WALSH**  
Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie  
From the Novel by C. S. Forester

FIRST SHOWING: RADIO CITY MUSIC HALL, N. Y.



ALL THE FIRE OF  
THE PULITZER PRIZE  
AND CRITICS AWARD  
PLAY BROUGHT TO  
THE SCREEN!

"A  
**Streetcar**  
Named  
**Desire**"  
AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN  
STARRING  
**VIVIEN MARLON  
Leigh Brando**  
WITH KIM HUNTER · KARL MALDEN  
DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS. PICTURES  
Screen Play by TENNESSEE WILLIAMS  
Based upon the Original Play "A Streetcar Named Desire," by TENNESSEE WILLIAMS  
As Presented on the Stage by Irene Mayer Selznick

FIRST SHOWING: RADIO CITY MUSIC HALL, N. Y.

Look Forward! DORIS DAY · GORDON MACRAE in "ON MOONLIGHT BAY" COLOR BY TECHNICOLOR ☆ JIM THORPE-ALL AMERICAN STARRING BURT LANCASTER · CHARLES BICKFORD · STEVE COCHRAN · PHYLLIS THAXTER  
'FORCE OF ARMS' STARRING WILLIAM HOLDEN · NANCY OLSON · FRAHK LOVEJOY ☆ 'STARLIFT' WITH A SCREENFUL OF STARS ☆ JAMES CAGNEY in 'COME FILL THE CUP'

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IN  
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