

## Document Citation

Title	<b>Big leaguer</b>
Author(s)	
Source	<i>Metro-Goldwyn-Mayer</i>
Date	c1953
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	8
Subjects	Richards, Jeff (1922-1989), Portland, Oregon, United States Vera-Ellen (1921-1981), Norwood, Ohio, United States Robinson, Edward G. (1893-1973), Bucharest, Romania
Film Subjects	Big leaguer, Aldrich, Robert, 1953



# M-G-M PRESS BOOK

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## "BIG LEAGUER"

### EXCITEMENT ALL THE WAY!

You'll know again the heart-beat of such great films as "Pride Of The Yankees" and "The Stratton Story". Here is the kind of suspenseful thrill that brings cheers and tears and spine-tingling emotional excitement!



AD MAT NO. 406

4 COLS. x 6" (336 LINES)

### EXCITEMENT ALL THE WAY!

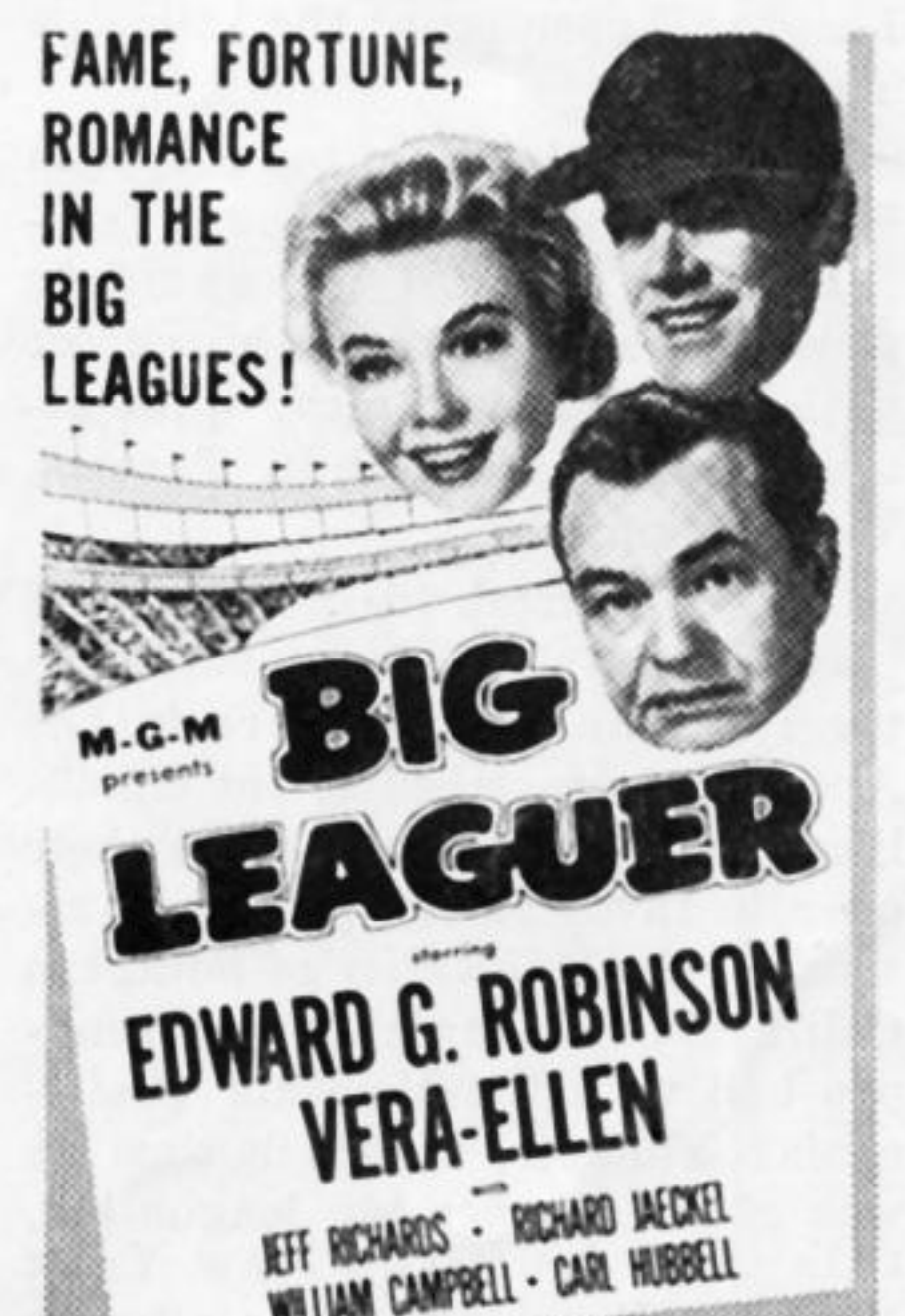


AD MAT NO. 209

M-G-M presents  
**BIG LEAGUER**  
starring  
**EDWARD G. ROBINSON • VERA-ELLEN**  
with  
JEFF RICHARDS • RICHARD JAECKEL  
WILLIAM CAMPBELL • CARL HUBBELL

2 COLS. x 2" (56 LINES)

FAME, FORTUNE,  
ROMANCE  
IN THE  
BIG  
LEAGUES!



AD MAT NO. 112

1 COL. x 3" (42 LINES)



**RUNNING TIME**  
**70 MINUTES**

## CAST

John B. (Hans) Lobert  
EDWARD G. ROBINSON  
Christy  
VERA-ELLEN  
Adam Polachuk  
JEFF RICHARDS  
Bobby Bronson  
RICHARD JAECKEL  
Julie Davis  
WILLIAM CAMPBELL  
Carl Hubbell  
HIMSELF  
Brian McLennan  
PAUL LANGTON  
Chuy Aguilar  
LALO RIOS  
Timp Mitchell  
BILL CRANDALL  
Wally Mitchell  
FRANK FERGUSON  
Dale Alexander  
JOHN MCKEE  
Mr. Polachuk  
MARIO SILETTI  
Al Campanis  
BOB TROCOLOR  
Tony Ravish  
THEMSELVES

## CREDITS

Directed by ROBERT ALDRICH; Produced by MATTHEW RAPF; Screen Play by HERBERT BAKER; Based on a story by JOHN McNULTY and LOUIS MORHEIM; Director of Photography: WILLIAM MELLOR, A.S.C.; Art Directors: CEDRIC GIBBONS and EDDIE IMAZU; Film Editor: BEN LEWIS; Assistant Director: SID SIDMAN; Musical Direction: ALBERTO COLOMBO; Recording Supervisor: DOUGLAS SHEARER; Set Decorations: EDWIN B. WILLIS; Technical Adviser: JOHN B. (HANS) LOBERT.

## Capsule Synopsis

Each year they come — hundreds of young baseball hopefuls from America's sandlots, nervously anticipating the rugged screening of John Lobert, New York Giants scout. Lobert, always searching for another Carl Hubbell or Joe DiMaggio, rates third-baseman Adam Polachuk as the outstanding prospect in this year's crop. However, Adam's father has saved for years to send his son to college. Aided by Lobert and his pretty daughter, Christy, Adam wins his father's consent. He becomes the home-run hero and signs for a future in the Big Leagues.

## Richards Didn't Have To Study Up For This Role!

There's a baseball history behind the casting of young Jeff Richards in M-G-M's new picture, "Big Leaguer," opening at the Theatre.

Richards, playing a top role with Edward G. Robinson and Vera-Ellen in a story of the nation's youth in baseball, began his career with a bat, ball and glove while attending high school in Tacoma, Washington.

After a stretch in the Navy, he played semi-professional ball with the Paramount Dodgers in Los Angeles. Approached by the Brooklyn Dodgers, he turned down their offer in favor of college. While attending the University of Southern California, Richards played semi-pro ball with the Norwalk (California) Yankees, at which time he was given another big league bid, this time from the New York Yankees. He rejected this offer in favor of the career in which he is now making an auspicious start—that of film acting.

## ROMANTIC TEAM



Still 1625-18  
Big Leaguer Mat 1-B

Vera-Ellen and Jeff Richards find romance amid the excitement of a big league baseball training farm in "Big Leaguer," new M-G-M attraction at the Theatre. The picture also stars Edward G. Robinson.

## "Big Leaguer" Gives Vera-Ellen Non-Dancing Part

Vera-Ellen, whose light and airy toe-tappings have earned her a permanent niche in the world of dancing, has nailed her ballet shoes to the wall — temporarily. The star has gone dramatic in M-G-M's new picture, "Big Leaguer," for the first but not the last time in her career.

The nearest she came to executing a ballet turn for the film occurred when she taught Edward G. Robinson a few Charleston steps for his role as a baseball coach. The script has him executing some dancing steps of joy in his exuberance over a winning home run.

## ANNOUNCEMENT STORY

"Big Leaguer," an M-G-M picture starring Edward G. Robinson and Vera-Ellen, with Jeff Richards, Richard Jaeckel and William Campbell heading the supporting cast, will be the next attraction at the Theatre.

It unfolds the drama of the conflict of a youngster who has an unquenchable ambition to become a baseball star, but whose father wants him to go to college to study law. It takes the girl who loves him to strengthen his resolve and see him emerge as a potential Giants big leaguer.

This love story, laid against a backdrop of baseball color and excitement, was filmed on location at the Giants training farm in Melbourne, Florida, where each year hundreds of young baseball hopefuls from America's sandlots undergo a rugged two-week screening by the New York Giants scouts. This process is shown as it actually takes place at Melbourne, with Carl Hubbell, all-time baseball great, recreating his real life role as the director of the minor leagues farm system.

Edward G. Robinson plays the coach ever on the look out for stellar baseball talent. Vera-Ellen enacts his niece, the girl who falls in love with the story's hero, played by Jeff Richards. Richard Jaeckel, William Campbell, William Crandall and Lalo Rios enact youngsters who make the grade after their two-week testing period.

"Big Leaguer" was directed by Robert Aldrich and was produced by Matthew Rapf. Its screen play was written by Herbert Baker.



Jeff Richards  
Mat 1/2-A

## THRILLS, ROMANCE AND DRAMA MIXED IN MGM'S "BIG LEAGUER," STARRING EDWARD G. ROBINSON AND VERA-ELLEN



Still 1625-24

Big Leaguer Mat 2-B

Baseball thrills, romance and drama, as personified by Jeff Richards, Vera-Ellen and Edward G. Robinson in "Big Leaguer," M-G-M's hard-hitting drama, opening at the Theatre this week.

## (PREPARED REVIEW)

The Florida training farm of the New York Giants forms the colorful background of the warmly human drama and love story unfolded on the screen in "Big Leaguer," new M-G-M offering starring Edward G. Robinson and Vera-Ellen.

This is the story of the hundreds of eager youngsters who dream of someday playing baseball with a big league team, and, particularly, the story of young Adam Polachuk (Jeff Richards), who has a two-fold problem on his hands when he arrives at the training quarters for the two-week tryout which will determine whether he is of big league calibre. First he must prove his mettle as a third baseman to the farm's manager, Lobert (Edward G. Robinson) and to the great Carl Hubbell (playing himself). Then he must convince his Pennsylvania coal miner father, who believes him to be at college studying law, that baseball is the only thing in life that matters to him. How he does both, with the help of the girl who loves him, makes for a story replete with dramatic tension, human appeal and the unflagging color and excitement of baseball thrills.

The cast is a topnotch one. Edward G. Robinson makes a lovable figure of Lobert, the man on whose shoulders falls the responsibility of finding fresh talent for the Giants and whose sympathetic understanding guides the fledglings. Jeff Richards, who actually was a ball player before becoming an actor, gives complete validity to the part of Adam Polachuk. Vera-Ellen, who rose to stardom as a dancer, now proves herself equally adept in straight drama with the role of Christy, the attractive girl who

convinces Adam that if he runs out on baseball he is really running out on himself.

Also standing out are Richard Jaeckel as a cocky young pitcher who fails to make the grade with the Giants but who makes a surprising comeback on the rival team, William Campbell as the brash, big-city boy who proves himself a formidable outfielder, and William Crandall, playing the son of a famous baseball star.

## GOES ROMANTIC



Still Vera-Ellen 3785  
Big Leaguer Mat 1-A

Vera-Ellen puts aside her dancing slippers to enact her first straight dramatic role in M-G-M's "Big Leaguer," coming to the screen this week. Edward G. Robinson also stars in the vivid story laid against an exciting background of big league baseball.

## ROBINSON TURNS IN HIS GAT FOR A BAT!

Edward G. Robinson, who gained fame with his cigar-brandishing portrayals of movie gangsters, has turned in his gat for a bat in his latest film.

Once the screen scourge of law enforcement officers, he now contributes to the building of youngsters' futures in M-G-M's "Big Leaguer," in which he portrays a coach for the New York Giants baseball team. The toughest he gets is when he orders one of his players to the showers. Even then, he does it with a soft voice.

"There was a time when all I'd have to do would be to tell a fellow

thug to get out of town because it wasn't big enough for both of us," declares Robinson. "If I enacted the same role today, I'd have to explain to the guy that we weren't meant to be in the same territory because of conflicting behavior patterns. I'm not up on that type of psychology."

The actor claims that his favorite roles have had nothing to do with the baser side of humanity. They were in films in which he was able to contribute something to the goodness of the human race, such as "Dr. Erlich's Magic Bullet," "A Message from Reuters" and "Our Vines Have Tender Grapes."



LM-29694

Big Leaguer Mat 2-A

Vera-Ellen and Jeff Richards share the romantic interludes of "Big Leaguer," M-G-M's colorful drama of a ball player who makes good with the New York Giants, as well as with the girl who loves him. Edward G. Robinson also stars in the new offering, opening at the Theatre.



**CHEERS, TEARS AND EXCITEMENT!**  
If you thrilled to "The Stratton Story" you'll thrill to this!

M-G-M presents

**BIG LEAGUER**

starring  
**EDWARD G. ROBINSON**  
**VERA-ELLEN**

with  
JEFF RICHARDS • RICHARD JAECKEL  
WILLIAM CAMPBELL • CARL HUBBELL



AD MAT NO. 111 1 COL. x 4" (56 LINES)

**THE CRACK OF A BAT!  
THE ROAR OF THE CROWD!  
AND A HERO IS MADE!**

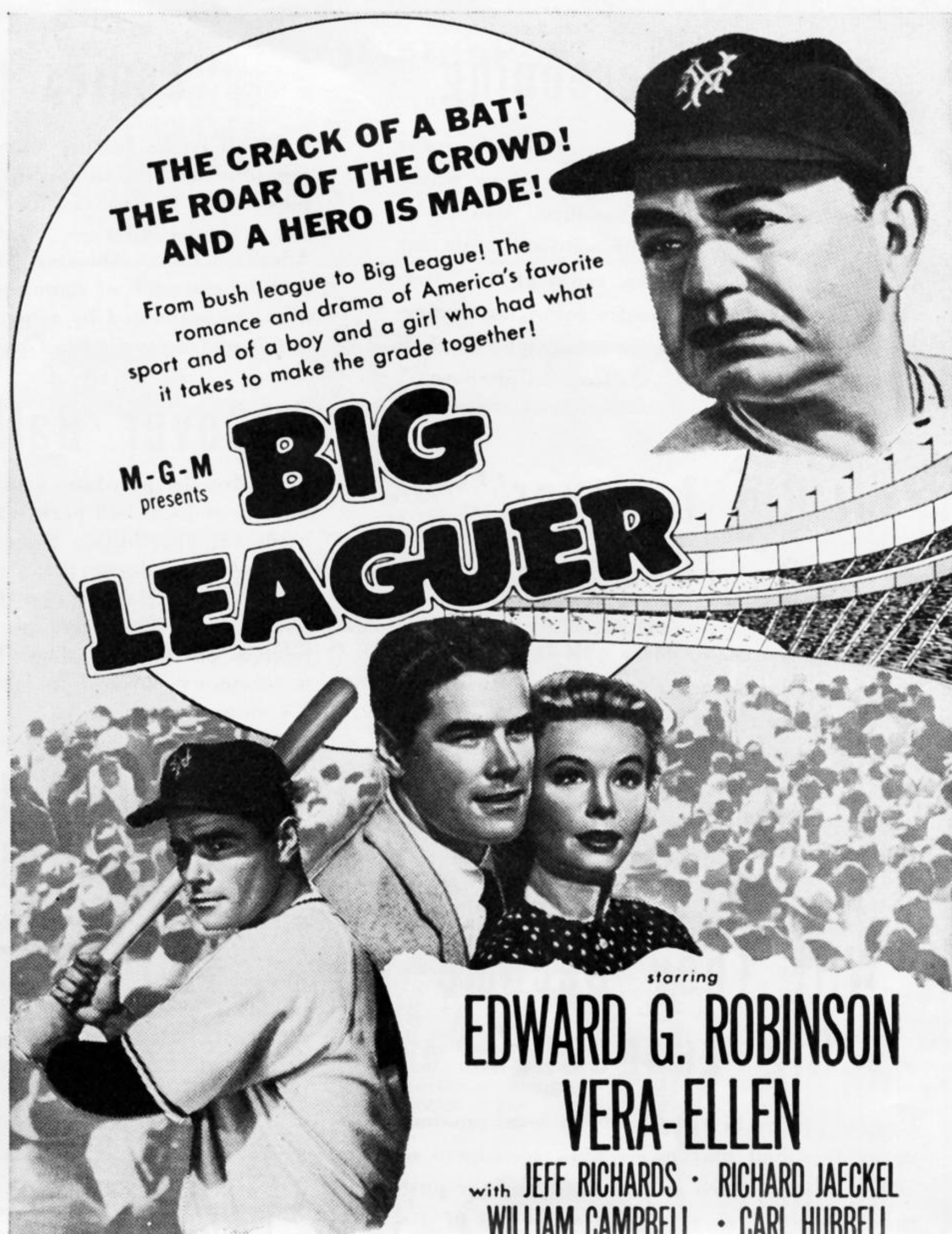
From bush league to Big League! The romance and drama of America's favorite sport and of a boy and a girl who had what it takes to make the grade together!

M-G-M presents

**BIG LEAGUER**

starring  
**EDWARD G. ROBINSON**  
**VERA-ELLEN**

with  
JEFF RICHARDS • RICHARD JAECKEL  
WILLIAM CAMPBELL • CARL HUBBELL



Screen Play by **HERBERT BAKER** • Based On a Story by **JOHN McNULTY and LOUIS MORHEIM** • Directed by **ROBERT ALDRICH** • Produced by **MATTHEW RAPF**

An M-G-M Picture

AD MAT NO. 308

3 COLS. X 7 1/8" (300 LINES)

**LAST 2 DAYS**

**THEATRE**

**THURS.**  
LAUGHS!  
THRILLS!  
EXCITEMENT!

M-G-M's

**BIG LEAGUER**

starring  
**EDWARD G. ROBINSON**  
**VERA-ELLEN**

with  
JEFF RICHARDS  
RICHARD JAECKEL  
WILLIAM CAMPBELL  
CARL HUBBELL

plus



1 Col. x 5" (70 Lines)  
AD MAT NO. L-104

**THURS.**

**THEATRE**

*Cool*

Packed with Thrills, Laughs, Heart-Throbs, Excitement All the Way!

M-G-M's

**BIG LEAGUER**

starring  
**Edward G. ROBINSON**  
**VERA-ELLEN**

with  
Jeff RICHARDS • Richard JAECKEL  
William CAMPBELL • Carl HUBBELL

plus



AD MAT No. L-202 • 2 Cols. x 4" (112 Lines)



## Special Screening

It is customary to screen a baseball picture for sports commentators, writers and others whose good-will will help the box-office. Also invite entire local professional or semi-pro team for newspaper art and stories, radio or TV interviews with players in theatre lobby, announcement that players will autograph baseball equipment brought by kids for that purpose.

## "Big Leaguer" Sports Quiz

Contact sports editor for a quiz for small cash prizes, promoted baseball equipment and movie tickets. He can help you prepare this quiz on major or minor league players — current batting, fielding and pitching averages, etc. Or, award prizes for "Best All-Time Team of Big Leaguers."

## Will They Become Big Leaguers?

Display photos in your lobby of local amateur or professional players — kids, teen-agers or adults. Identify each one by name and the position he plays. Ask this question at top of display — "Will They Become Big Leaguers?" This stunt will attract plenty of attention on the part of relatives and fans. Complete the board with picture information, photos and playdates.

## Disc Jockey Program

He can conduct a baseball quiz program for prize awards and play the old-time record — "Take Me Out to the Ball Game." Also suggest to disc jockey that he interview local players.

## Look Around For Noted Ex-Big Leaguer

Scattered all over the country are ex-big leaguers. If there's one living near you, he can do a good selling job for playdates by giving newspaper, radio or TV interviews or appearing in lobby to autograph baseball equipment brought there by kids.

## Candy Stand

Dress candy stand attendant in baseball uniform, or at least a baseball cap. Rehearse him or her in a spiel — "Step Right Up, Folks, And Get Your (candy or beverages) Before the Big Game. Every One is A Winner!", etc. Display several regular M-G-M picture accessories on the stand — or large lettered sign behind it.

## "Ladies Day"

Baseball parks feature "Ladies Day." Women are admitted free to specified game, except for payment of Federal tax. The New York Yankees use a similar offer — "Mother And Daughter Admitted For A Quarter." Use your own promotion gimmick of announcing that every woman, accompanied by a man who pays, will be admitted free to a "Big Leaguer" performance.

## Cover Ball Park

(1) Advertise playdates with sandwich sign man outside of local ball park, (2) Print local score cards for distribution there; each one bearing a number for lucky ticket awards, (3) Try to get a movie playdate sign displayed inside the field, (4) Promote and award scroll or trophy to local outstanding player before the game in a ceremony covered by newspaper, radio, or TV commentator.

## Girl In Baseball Uniform

Vera-Ellen looks cute in a baseball uniform. It suggests dressing girl in similar fashion for street ballyhoo. Sign on her back announces picture and playdates. You can also make this an identification contest — awarding small cash prize to first person identifying her correctly.

## Kid Baseball Players

Some communities have red-hot kid teams — junior leaguers playing in an amateur league for honor and glory. Invite entire uniformed team to be your special guests at a private screening, together with their parents. We feel sure that your town would be interested in this tribute to its potential Big Leaguers.

## Identify Local Players

Display photos of unidentified local baseball players on advance lobby board, together with prizes to be awarded those guessing all, or most, of their names correctly and the positions they play. Print local contest blanks for patrons to fill in their guesses and place a box near by for depositing them.

## Carl Hubbell

One of the all-time pitching greats. He is still with the New York Giants, now in an advisory capacity. Carl appears in some of the picture's scenes. 1625x8 shows him autographing a ball for Vera-Ellen; in 1625x2 he's with Edward G. Robinson and Jeff Richards. You may wish to order these 8x10 stills for illustrating special lobby announcement or sports page story.

## Promote Baseball Prizes

Propose to local sportings goods store that it donate bat, glove, baseballs or other equipment as prizes in kids baseball contest which can be in the form of baseball quiz, best lists of all-time baseball teams, etc.

## Names In Classified Ads

Make tie-up with classified manager to run a box in first page of his section. Copy can state that local ball players who find their names scattered through classified ads will receive free ticket upon identifying themselves at newspaper office or theatre.

## Ball Game Record

See if a local dealer has a record of "Take Me Out to the Ball Game." If so, play it in theatre lobby, amplify from marquee or ask disc jockeys to use it with a plug for your picture and playdates.

## Baseball Pool

For a week before picture opening, sports editor invites readers to select the winning teams each day in major or minor league. First ten daily winning contestants can receive a pair of guest tickets to the "Big Leaguer." Winner with greatest number of winning teams at end of the week can be awarded a cash prize.

## Robinson And His Cigar

A cigar is practically Edward G. Robinson's trademark. He's always smoking one in his pictures. 8x10 still, C1625-40, shows him doing this — although he's not in uniform. Use it, together with baseball production photos in windows of tobacco stores — "Cigars Are the Favorite Smoke of Big Leaguers! See the 'Big Leaguer'," etc. Order still from National Exchange.

## Who Is the "Rookie of the Year?"

Contest suggestion for sports page, TV or radio sports program. Ask readers or listeners to select the "Rookie of the Year" in major or minor league — on the basis of his performance to date. Best letters, giving reasons why, can win cash prizes of \$5, \$3 and \$2, with movie tickets to runners-up.

## Baseball's Farm System

National and American Leagues have farm systems consisting of minor league teams where ball players are trained and conditioned for the big time. They also have agreements with other minor league teams whereby they will receive preference in the matter of signing up promising rookies. If such a team is near you, ask for its promotion support of theatre playdates. The "big game" in the picture is played between Giant Rookies and Dodger Rookies.

## Order the Trailer

From bush league to Big League! This accessory sells the romance and drama of America's favorite sport and of a boy and girl who had what it takes to make the grade together. The trailer catches the hopes and heart-beats of thousands of boys who try for stardom in the most competitive sport of them all!

ORDER IT FROM YOUR M-G-M EXCHANGE

# EXPLOITATION



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All of These Ad and Scene Cuts On One Mat

Place a standing order for this special mat with National Screen Service. As a result of unanimous exhibitor approval, such a mat will be a regular feature of all M-G-M press books. It is a real economy buy—ad mats, borders and scene cuts—two dollars worth of mats for only 35c.

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THEATRE

STREET

CITY & STATE

(SIGNED)



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AD MAT NO. L-101



EXCITEMENT ALL THE WAY!  
**BIG LEAGUER**  
M-G-M  
EDWARD G. ROBINSON • VERA-ELLEN  
AD MAT NO. 114 1 COL. x 1" (14 LINES)



BIG LEAGUER MAT 1-A



1 Col. x 3" (42 Lines)  
AD MAT NO. L-102

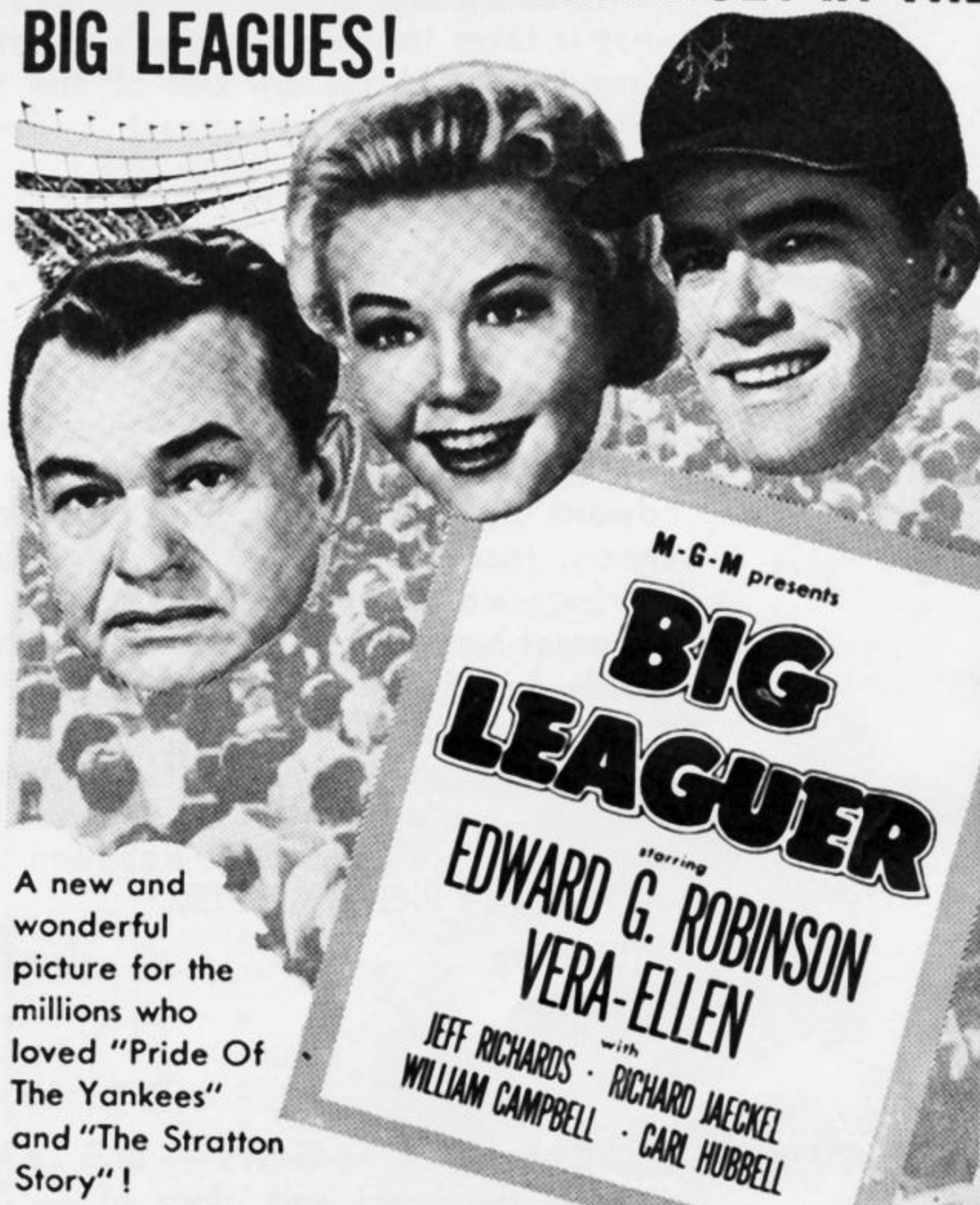


• THE PICTURE AMERICA'S MILLIONS WILL CHEER! •  
**M-G-M's BIG LEAGUER**  
EDWARD G. ROBINSON • VERA-ELLEN  
with JEFF RICHARDS • RICHARD JAECKEL • WILLIAM CAMPBELL • CARL HUBBELL  
AD MAT NO. 210 2 COLS. x 1" (28 LINES)



AD MAT No. L-201 • 2 Cols. x 2 1/2" (70 Lines)

FAME! FORTUNE! ROMANCE! IN THE BIG LEAGUES!



A new and wonderful picture for the millions who loved "Pride Of The Yankees" and "The Stratton Story"!

Screen Play by HERBERT BAKER • Based On a Story by JOHN McNULTY and LOUIS MORHEIM • Directed by ROBERT ALDRICH • Produced by MATTHEW RAFF  
An M-G-M Picture

AD MAT NO. 207

2 COLS. x 5" (70 LINES)



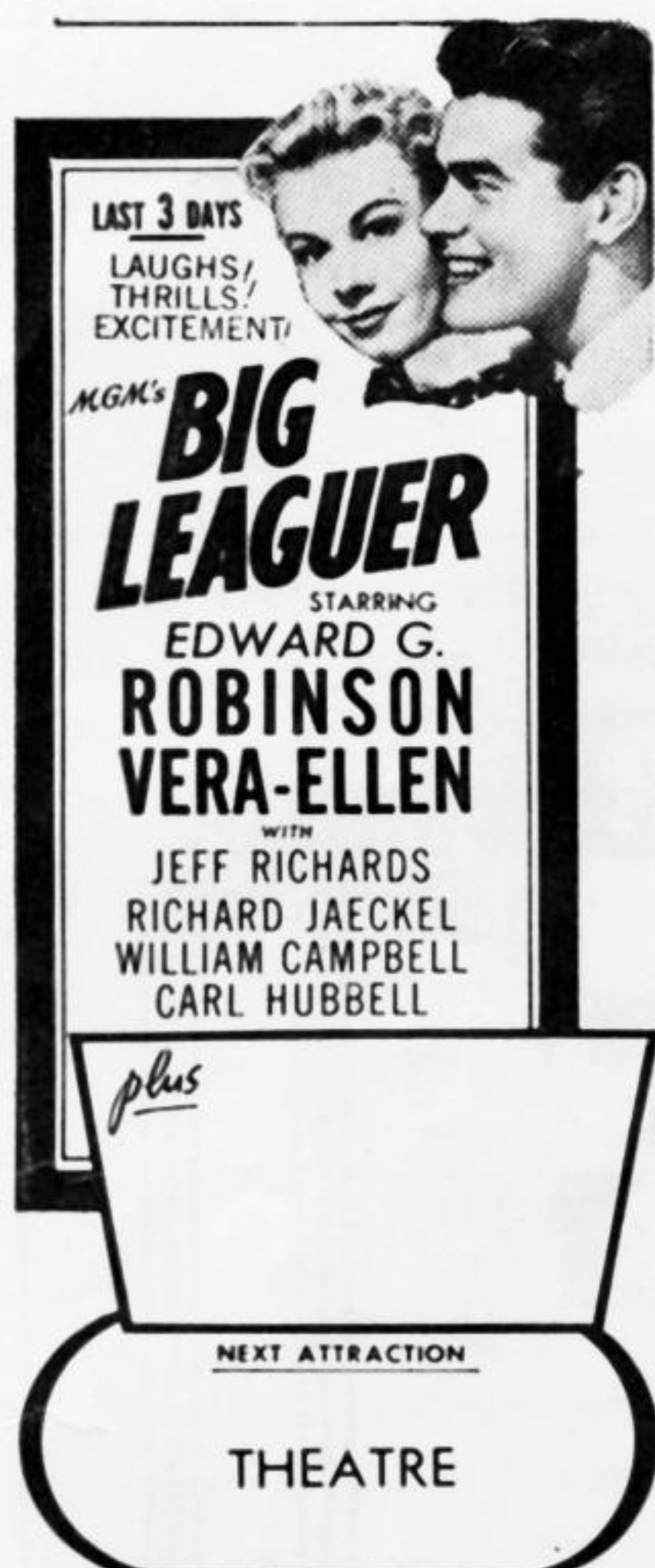
BIG LEAGUER MAT 2-B

COMPOSITE AD AND PUBLICITY MAT

SPECIAL MAT NO. 1

Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices from NATIONAL SCREEN SERVICE





1 Col. x 5" (70 Lines)  
AD MAT NO. L-103



AD MAT NO. 306

3 COLS. x 5 3/4" (240 LINES)

## RADIO ANNOUNCEMENTS

144 WORDS

ANNCR: The crack of a bat . . . ! The roar of the crowd . . . ! And a hero is made . . . ! In the picture you'll cheer — M-G-M's . . . BIG LEAGUER . . . ! You'll know again the heartbeat . . . the romance . . . the emotional excitement of such great films as "Pride of the Yankees" . . . and "The Stratton Story . . . !" BIG LEAGUER — starring Edward G. Robinson and Vera-Ellen takes you from bush league to big league . . . with the nation's youngsters who fight for a place in baseball's hall of fame . . . ! Here's the romance and drama of America's favorite sport . . . and of a boy and girl who had what it takes to make the grade together! Don't miss Edward G. Robinson — as the starmaker who takes raw kids off the sandlot and turns them into celebrities . . . lovely Vera-Ellen . . . and a great cast . . . in a picture that brings cheers, tears and spine-tingling excitement — M-G-M's . . . BIG LEAGUER!

(Starting . . . . . at the . . . . . Theatre.)

\* \* \*

144 WORDS

ANNCR: To the millions who loved the romance . . . and emotional excitement of "Pride of the Yankees" and "The Stratton Story" . . . M-G-M presents — BIG LEAGUER . . . starring Edward G. Robinson . . . and Vera-Ellen . . . ! — a new, wonderful film . . . bringing you cheers, tears and suspenseful entertainment! Filmed at the New York Giants' Florida training camp — BIG LEAGUER has a warmth and magic all its own . . . ! It reveals the great human drama behind the boys-next-door who will someday take their place beside America's favorite heroes . . . ! The heart-winning story of the star-maker who turns them into celebrities . . . ! The romance of a rugged youth who bats his way to fame for the girl he loves . . . ! From opening pitch . . . to final out . . . BIG LEAGUER is loveable . . . laughable . . . romantic entertainment . . . a big-time hit . . . all the way . . . ! See Edward G. Robinson . . . Vera-Ellen . . . and a cast you'll cheer . . . in — M-G-M's BIG LEAGUER!

(Starting . . . . . at the . . . . . Theatre.)

\* \* \*

29 WORDS

ANNCR: You'll cheer . . . M-G-M's — BIG LEAGUER — a warm, wonderful action-romance with all the heart and glory of — "The Stratton Story"! See Edward G. Robinson . . . and Vera-Ellen . . . in — BIG LEAGUER!

(Starting . . . . . at the . . . . . Theatre.)

\* \* \*

29 WORDS

ANNCR: There's romance . . . and excitement all the way . . . in M-G-M's — BIG LEAGUER — a picture that brings you cheers, tears, and spine-tingling emotional excitement . . . ! See Edward G. Robinson . . . in — BIG LEAGUER.

(Starting . . . . . at the . . . . . Theatre.)





## EXCITEMENT ALL THE WAY!

The story of youth seeking fame and fortune in the Big Leagues! Packed with thrills, laughs, heart-throbs, excitement. Filmed at the N. Y. Giants' training camp in Florida by the producers of "The Stratton Story"!

M-G-M presents

# BIG LEAGUER

starring  
**EDWARD G. ROBINSON**  
**VERA-ELLEN**

with  
JEFF RICHARDS • RICHARD JAECKEL  
WILLIAM CAMPBELL • CARL HUBBELL



AD MAT NO. 110 1 COL. x 7 1/8" (100 LINES)

*The Picture You'll Cheer!*

# BIG LEAGUER

starring  
**EDWARD G. ROBINSON**  
**VERA-ELLEN**

with  
JEFF RICHARDS • RICHARD JAECKEL  
WILLIAM CAMPBELL • CARL HUBBELL

Screen Play by HERBERT BAKER • Based On a Story by JOHN McNULTY and LOUIS MORHEIM • Directed by ROBERT ALDRICH • Produced by MATTHEW RAPF • An M-G-M Picture

AD MAT NO. 307

3 COLS x 4" (168 LINES)

## EXCITEMENT ALL THE WAY!



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Screen Play by HERBERT BAKER • Based On a Story by JOHN McNULTY and LOUIS MORHEIM • Directed by ROBERT ALDRICH • Produced by MATTHEW RAPF • An M-G-M Picture

AD MAT NO. 208

2 COLS. X 4" (112 LINES)





6 SHEET

# POSTERS



ONE SHEET



3 SHEET



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A



B

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## SHOWMANSHIP PHOTOGRAPHIC PACKAGES

There are two packages, A and B. Package A contains 25 horizontal production stills from the picture. Package B is a practical selection of material for advertising, exploitation, window tie-ups, lobbies, etc. All the stills are 8" x 10". Order in complete sets, or as many individual stills as required direct from your local National Screen Service Exchange.