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PRESCLD TO YOUR CUSTON

"THE SPANISH MAIN", elaborately filmed in Technicolor, is a story of high adventure in the days of piracy in the Caribbean Sea . . . a colorful era where courage and power alone were a man's single title to his worldly goods, his home, his women and his very life.

It is the story of a Dutch merchant captain desirous of colonizing in the New World but who necessarily turns to piracy himself to conquer in the survival of the fittest.

Highlighting the story is the tempestuous romance between the Dutch pirate captain and a noble Spanish lady, and her eventual realization that she loves him — a romance that progresses against a thrilling background of tropical typhoons, sea battles and tyranny on the high seas.

Paul Henreid and Maureen O'Hara make a truly terrific romantic team; the former's picturesque role as the swashbuckling pirate captain is far and away the best one he's had on the screen to date, with Walter Slezak also doing a standout job of suave villainy, while Miss O'Hara's warm beauty is really something to shout about.

Binnie Barnes as a feminine buccaneer, John Emery as Henreid's traitorous lieutenant, Fritz Leiber as a bishop and Mike Mazurki and J. M. Kerrigan as a pair of Henreid's pirate pals have the principal featured roles, and they all turn in splendid performances.

From the way Frank Borzage has directed the spectacular show, it's evident that it is a tremendous audience picture, and one which is bound to crack plenty of box-office records.

TO YOUR CUSTOMERS BY THE LARGEST NEWSPAPER AND MAGAZINE CAMPAIGN EVER GIVEN A MOTION PICTURE!

RKO RADIO brings the great news of "THE SPANISH MAIN" to

66,244,618

families!...through full-page ads (mostly in color) in LIFE, SATUR-DAY EVENING POST · McCALL'S WOMAN'S DAY · TIME · NEWS-WEEK · TRUE STORY · RED BOOK LIBERTY · FAMILY CIRCLE · PIC and all the FAN MAGAZINES and with full or half-page color cartoonstrip ads in the comic or tabloid sections of 139 newspapers from coast to coast!

This sheet would not be big enough to match the BIGNESS of

THE SPANISH MAIN"

so open it up and display
the attention arresting poster
in your lobby when your
availability permits.

