

Document Citation

Title	The cool world
Author(s)	
Source	<i>Cinema V Distributing, Inc.</i>
Date	1964
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	4
Subjects	
Film Subjects	The Cool world, Clarke, Shirley, 1964

CINEMA



DISTRIBUTING,
INC.

EXHIBITORS' CAMPAIGN

HOOKER!

FUZZ!

JUNK!

RUMBLE!

These are the ones who play it cool, and find out about life and love before they're in high school! This is the picture that explodes like a time bomb In the face of a city!

These are words that mean big trouble in

The Cool World

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON
FEATURING DIZZY GILLESPIE
A CINEMA V PRESENTATION

THEATRE

3 Col. x 112 Lines—336 Lines

Mat No. 301

Also Available in

2 Col. x 59 Lines—118 Lines

Mat No. 202

CINEMA V DISTRIBUTING, INC. 595 MADISON AVENUE, NEW YORK, N.Y. 10022 • HA 1-5555

“THE COOL WORLD” IS HOT STUFF

The motion picture version of the best-selling novel and play, “The Cool World” which starts (date) at the (theatre), has turned into one of the most “pro-versial” films of the year. Although “The Cool World” is the story behind the headlines that could read “GANG RUMBLE IN HARLEM—ONE DEAD” or “SIXTEEN-YEAR-OLD PROSTITUTE MISSING” or “KING OF HARLEM RACKETS FOUND DEAD IN DESERTED BUILDING”—it is timely without being controversial. All the critics and public agree that it had to be made and it must be seen. Everybody’s talking about it and no one is talking against it—that is why it is “pro-versial.”

James Baldwin praised Warren Miller’s novel in his New York Times review as “One of the finest that has ever come my way.” The success of the novel and its powerful subject stimulated the interest of director Robert Rossen (“The Hustler,” “The Brave Bulls,” “All the King’s Men”) and he adapted and directed the

Broadway play. Now Shirley Clarke (“The Connection”) wrote and directed the screen version with Carl Lee, son of the late, great Canada Lee.

Producer Fred Wiseman financed the film with the aid of 115 backers, including many lawyers, judges and psychiatrists.

The cast of “The Cool World” is a strange combination of highly professional award-winning actors and amateurs who were picked right off the Harlem streets where the film was shot. More than 2,000 teen-agers were interviewed and auditioned before selection of the 40 used in the film. Seventeen-year-old Hampton Clanton, a non-professional who plays the lead in the film, was described by Bosley Crowther of the New York Times as “another Poitier.” Gloria Foster, who plays his mother in the film, has just been given the “Obie” Award for “Best Actress of the Year” off-Broadway.

“The Cool World” is a Cinema V release.



THE COOL WORLD Mat 2A
Bostie Felton and Hampton Clanton star as the War Lord and President of the fighting gang “The Royal Pythons” in Shirley Clarke’s THE COOL WORLD. The Cinema V Release that features the music of Dizzy Gillespie is scheduled to open () at the ().

SHIRLEY CLARKE— FEMALE DIRECTOR

Shirley Clarke, America’s most prominent female director, has emerged as one of the most important and dynamic forces in films today. Despite her good looks and grace, the subjects she has selected for her themes have been powerful and daring. Her first film, “The Connection” which was based on Jack Gelber’s play, dealt with drug addiction; and now “The Cool World” which opens

() at () explores the problems of teenage Harlem youth. With the courage of her convictions and a very mobile camera she reveals the prostitution, gang wars, drug addiction, violence and insecurity that thrives in the black “ghetto.” A Martha Graham dancer turned director, Miss Clarke has already won her first Oscar for a documentary on Robert Frost.

OUT OF THIS “WORLD”

(review)

“The Cool World” which opened yesterday at the (theatre) provides us with a stunning and intimate look at what goes on in the action-packed streets and people-filled apartments of Harlem. It’s a “West-Side Story” with “cool” music—filmed in black-and-white.

Director Shirley Clarke has followed her actors, both amateur and professional, so closely and relentlessly that you have the feeling of being a part of the scene. You are there when Duke (Hampton Clanton) realizes that the one thing that will make him a man among boys is “a piece” (a gun). You are with him when he visits “Priest” the small-time Harlem gangster with the very white mistress, you feel his admiration and you sense his desperation. He stands at the threshold of his life and you will take every step with him from the moment he deposes the drug-addicted gang-leader, turns the social club into a fighting gang, falls in love with the club prostitute and plots the final “rumble.”

The performances are uniformly excellent. Hampton Clanton as Duke, performs with such sensitivity and power he must become the next Sidney Poitier. Beautiful Yolanda Rodriguez, who plays the young prostitute, performs with such skill it’s hard to believe she is an amateur discovered on the street by Miss Clarke.

The spectacular jazz score written by Mal Waldron and played by Dizzy Gillespie provides the perfect background for the contemporary and explosive theme.

Miss Clarke is to be especially praised for her imaginative direction and her ability to use the camera with such ease and flexibility that it becomes almost another member of the cast through whose eyes you experience all the action.



THE COOL WORLD Mat 1A
Yolanda Rodriguez stars in Shirley Clarke’s THE COOL WORLD as the only girl of the gang, “The Royal Pythons.” The Cinema V Release that features the music of Dizzy Gillespie is scheduled to open () at the ().

GLOSSARY

to help you enter
THE
COOL WORLD

- COOL.....hip,
good,
invulnerable
- HEART.....courage
- PIECE.....a gun
- PAD.....house, home
- JUNK.....heroin
- JUNKY.....drug addict
- STICKS.....marijuana
- SOUNDS.....music
- SIDES.....records
- SHORT.....automobile
- DIG IT.....understand
- FUZZ.....police
- RUMBLE.....gang war

CINEMA V DISTRIBUTING, Inc.
presents

The Cool World

THE CAST

- PriestCARL LEE
GrandmaGEORGIA BURKE
Littleman’s FatherJAY BROOKS
GangstersVAL BESOGGIO
VIC ROMANO
HardyCLAUDE CAVE
Mrs. CustisGLORIA FOSTER
BloodCLARENCE WILLIAMS
Mr. ShapiroJEROME RAPHAEL
AngelJOE OLIVER
CapsDEAN COHEN
PETER DE ANDA
ALAN MERCER
WILLIAM CANEGATA
CoolieJ. C. LEE

Introducing...

HAMPTON CLANTON as Duke
YOLANDA RODRIGUEZ as Luanne

THE ROYAL PYTHONS:

- RodBOSTIC FELTON
Beep BopCHARLES RICHARDSON
WarriorBRUCE EDWARDS
SaintTEDDY MCCAIN
Forty-fiveBERT DONALDSON
LittlemanGARY BOLLING

- SavageRONALD PERRY
FoxyLLOYD EDWARDS
Big JeffKEN SUTHERLAND
MissionBILLY TAYLOR

THE CREDITS

- Produced byFrederick Wiseman
Directed byShirley Clarke
Screenplay byShirley Clarke and
Carl Lee

- (Based on the novel The Cool World,
by Warren Miller and the play The Cool
World, by Warren Miller and Robert Rossen)
Director of PhotographyBaird Bryant
SetsRoger Furman
Edited byShirley Clarke
CostumesGertha Brock
Music Composed and Arranged by
Mal Waldron
Jazz Music Played byDizzy Gillespie,
Yusef Lateef, Aaron Bell,
Arthur Taylor
Rock ‘n Roll Music Played byHerb Lovell,
Charles Jackson, Julian Euell, Hal Singer

A WISEMAN FILM COMPANY PRODUCTION
A CINEMA V RELEASE
RUNNING TIME: 105 min.

SYNOPSIS

(Not for publication)

THE COOL WORLD focuses on Duke Curtis, a young negro living in the teeming streets of Harlem. He thinks he will become a man by getting a gun and becoming leader of his gang, the Royal Pythons. Duke joins his friends on a school bus going to the Stock Exchange. There the white teacher offers them pamphlets on “How To Own a Share of America.” Duke and his friends express their contempt by ignoring the teacher to discuss the difference between a Colt and a Luger.

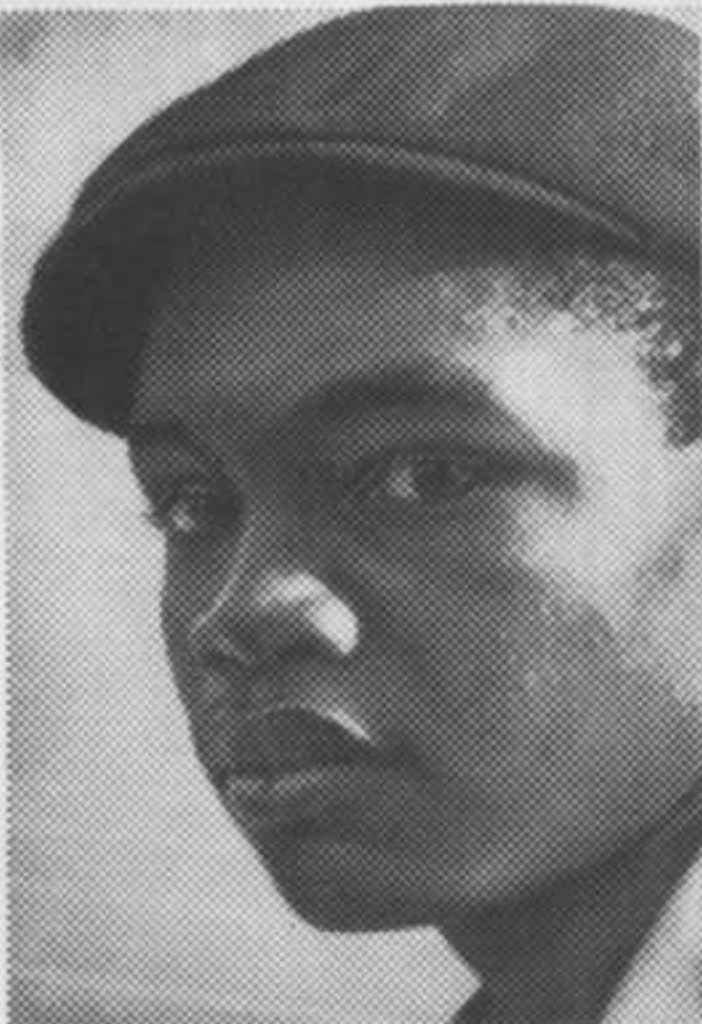
Priest, a Harlem gangster, promises to sell Duke a gun. Duke tries to raise money by stealing and selling marijuana. Summoned before the white leader of the syndicate, Priest asks Duke to keep his gun for a day, and for the first time in his life, Duke has what he wants. Then Duke and the gang move into the cold-water flat left vacant when Littleman, a member of the gang, is deserted by his father.

Blood, the gang’s president, is addicted to narcotics and the other gang members urge Duke to take Blood’s place as leader. But Blood brings LuAnne, a young prostitute, to the clubhouse and Duke, like the others, takes his turn with her. Gradually, Duke and LuAnne fall in love.

When Blood comes to the clubhouse “high” on heroin; Duke kicks him out, thereby becoming president. Just then, a word arrives that Littleman has been murdered by the Wolves, a rival gang. Duke plans a rumble to revenge Littleman. Later, he and LuAnne talk quietly in the clubhouse and she confides her desire to go to San Francisco to see the ocean. Duke tells her that she can see the ocean at Coney Island, a subway ride away. Although the rumble is to take place that evening and he still has no gun, Duke takes LuAnne to Coney Island. She is thrilled to see the ocean and the amusement stands. Duke can shoot any kind of gun he likes. Suddenly, LuAnne vanishes. Duke stands on the beach, a lonely figure calling her name, and after fruitless searching, he returns to the clubhouse.

The boys drink cheap wine to bolster their morale for the rumble. Suddenly Priest appears, begging to be allowed to use the clubhouse as a refuge from the syndicate. Duke reluctantly decides to lead the gang on the rumble—he feels he has no choice—without the gang he would have nothing.

Angel, the leader of the Wolves, is killed during the rumble, and the boys flee. At the clubhouse Duke finds the body of Priest, who has been murdered by the gangsters. In complete panic, Duke runs to his mother’s house, where moments later the police find him, beat him with night sticks, and drag him into a police car, which speeds out of sight.



THE COOL WORLD Mat 1B

Hampton Clanton stars as Duke the leader of “The Royal Pythons” in Shirley Clarke’s THE COOL WORLD. The Cinema V Release that features the music of Dizzy Gillespie is scheduled to open () at the ().



THE COOL WORLD Mat 1C

Marilyn Cox stars as the gangster’s girl in Shirley Clarke’s “The Cool World.” The Cinema V Release that features the music of Dizzy Gillespie is scheduled to open () at the () Theatre.

"ONE OF THE BEST"

— Life Magazine

**"Sensational!...
A Strong And
Stinging
Picture!"**

— Bosley Crowther,
N. Y. Times

**"Pictorially
Powerful,
Cinematically
Exciting!"**

— Archer Winsten,
N. Y. Post

**"A Loud, Long,
Powerful
Cry Of
Outrage!"**

— Judith Crist,
Herald Tribune

"A Shocker!"

— Time Magazine

**"A Work
Of Art!"**

— Newsweek Magazine

**"Authentic,
Engrossing And
Overpowering!"**

— Jesse Walker,
N. Y. Amsterdam News

The Cool World

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN

A CINEMA V PRESENTATION

THEATRE

1 Col. x 210 Lines

Mat No. 101



1 Col. x 14 Lines

Mat No. 106

* These
are words that
mean big trouble
in
**The Cool
World**

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON
FEATURING DIZZY GILLESPIE

HOOKER! **RUMBLE!**

A CINEMA V PRESENTATION

THEATRE

2 Col. x 50 Lines—100 Lines

Mat No. 204

HOOKER! **FUZZ!** **JUNK!** **RUMBLE!**

These
are the ones
who play it
cool, and find out
about life and love
before they're in high school!
This is the picture
that explodes like a
time bomb
in the face of a city!

* These
are words that
mean big trouble
in
**The Cool
World**

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON
FEATURING DIZZY GILLESPIE

A CINEMA V PRESENTATION

THEATRE

2 Col. x 75 Lines—150 Lines

Mat No. 201

EXPLOITATION

BEST-SELLING NOVEL IN PAPERBACK

JAMES BALDWIN
says: "One of the finest novels
about Harlem that has ever
come my way."

**The Cool
World**
by WARREN MILLER

THE COOL WORLD
NOW AN UNFORGETTABLE
MOTION PICTURE

Chosen as United States entry
in the Venice Film Festival... "Both
timely and timeless... a new depth and
insight... The jangle, bite and movement
of city life is there."
—VARIETY

FOREST WORLD LIBRARY

Book shops, drug stores, terminals and news-stands throughout the country are displaying and selling the critically praised Warren Miller novel upon which the film, "The Cool World," is based. Crest-Fawcett distributors will tie-in with local play-dates in mutually beneficial promotion.

* These
are words that
mean big trouble
in
**The Cool
World**

HOOKER! **JUNK!** **RUMBLE!**

A CINEMA V PRESENTATION

2 Col. x 28 Lines—56 Lines

Mat No. 203

* This
is a word
that means
big trouble in
**The Cool
World**

RUMBLE!

A CINEMA V PRESENTATION

1 Col. x 28 lines

Mat No. 105

"A shocker!" — Time Magazine

**The Cool
World**

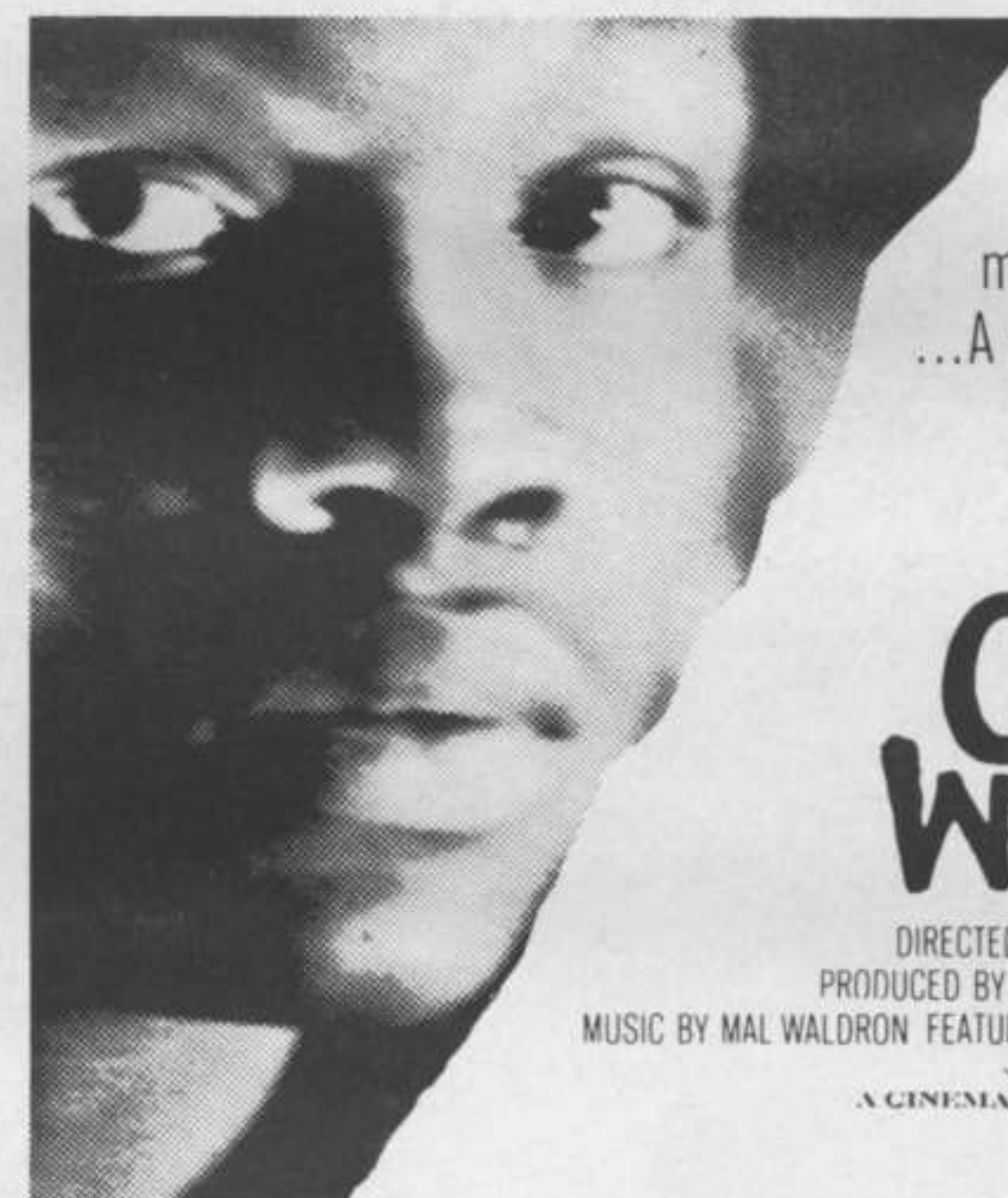
DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON FEATURING DIZZY GILLESPIE

A CINEMA V PRESENTATION

THEATRE

1 Col. x 52 Lines

Mat No. 104



"The
purest
kind of
movie-making
...A work of art."
—Newsweek

The Cool World

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON FEATURING DIZZY GILLESPIE

A CINEMA V PRESENTATION

THEATRE

2 Col. x 50 Lines—100 Lines

Mat No. 202

MOVIE SOUNDTRACK ALBUM AVAILABLE

original score from **THE COOL WORLD**
DIZZY GILLESPIE

PHILIPS

The Mal Waldron-Dizzy Gillespie recording of the original musical score of "The Cool World" is one of the most exciting jazz LP's on the disc market today. It is on the Philips label (distributed by Mercury Record Corporation) and available nationally for Record Store tie-ins. It is also a "natural" for local radio shows, particularly jazz disc jockey programs.



RUMBLE!

This is
a word that
means big trouble

in The Cool World

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON
FEATURING DIZZY GILLESPIE

A CINEMA V
PRESENTATION



THEATRE

1 Col. x 110 Lines Mat No. 102

**"A Strong And
Stinging Picture!"**

— Bosley Crowther, N. Y. Times

"A Shocker!"

— Time Magazine



The Cool World

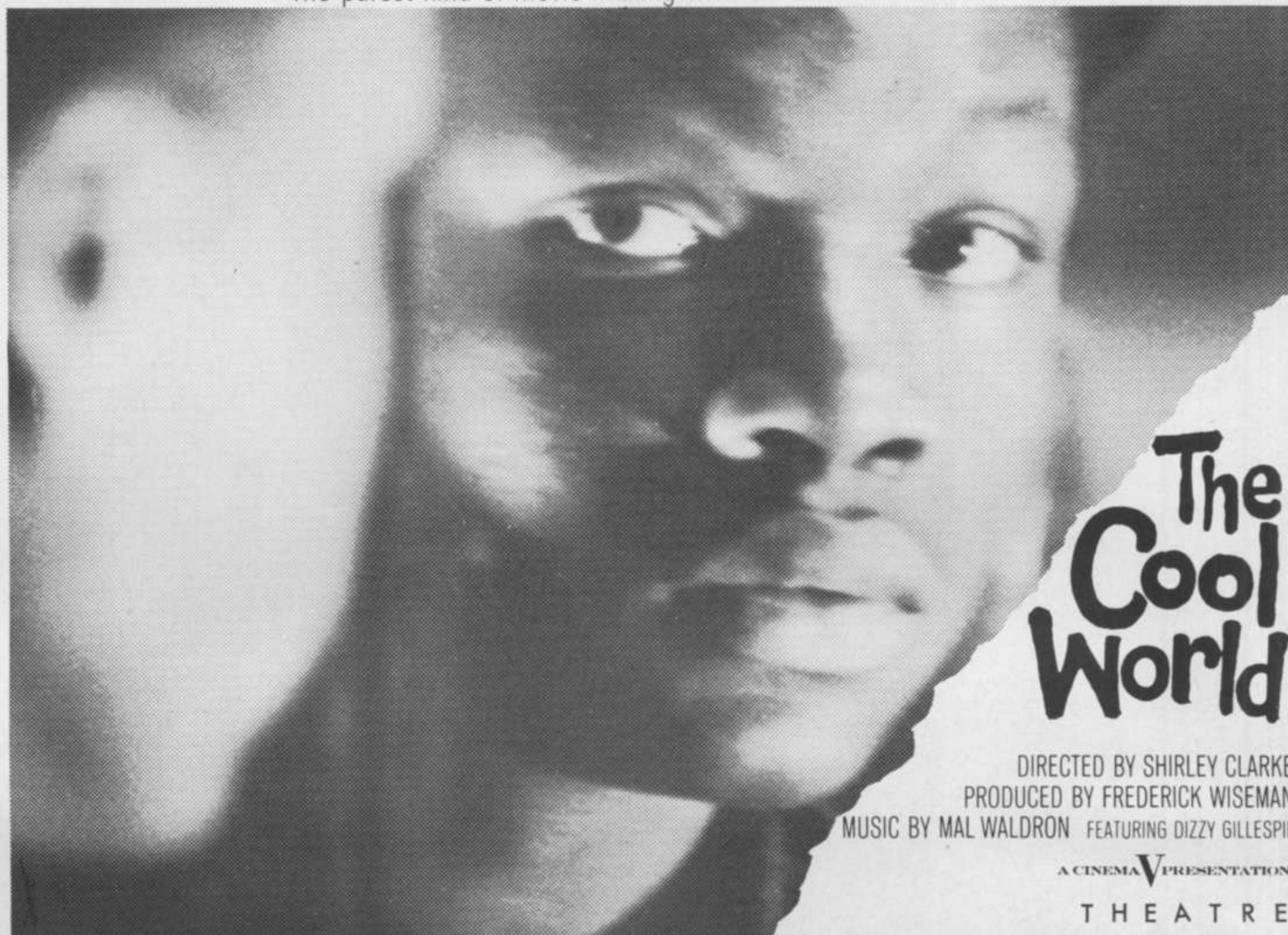
DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON
FEATURING DIZZY GILLESPIE

A CINEMA V
PRESENTATION

THEATRE

1 Col. x 95 Lines Mat No. 103

"A shocker! Who will not remember 'The Cool World'?"—Time Magazine
"The purest kind of movie-making...A work of art."—Newsweek



The Cool World

DIRECTED BY SHIRLEY CLARKE
PRODUCED BY FREDERICK WISEMAN
MUSIC BY MAL WALDRON FEATURING DIZZY GILLESPIE

A CINEMA V
PRESENTATION

THEATRE

4 Col. x 84 Lines

Mat No. 401

THREE 1 Col. TEASER ADS AVAILABLE ON SINGLE MAT



JUNK!



HOOKER!

*
it means "trouble" in
"THE COOL WORLD"

A CINEMA V
PRESENTATION



FUZZ!

3 Col. Teaser

Mat No. 107

ACCESSORIES



11 x 14's



ONE SHEET

ORDER ALL
ACCESSORIES
TRAILERS
STILLS
AD MATS
11 x 14's
ONE SHEETS

from
DONALD L. VELDE
COMPANY
311 W. 43rd St.
N.Y.C. 36, N.Y.
Phone LT 1-6040