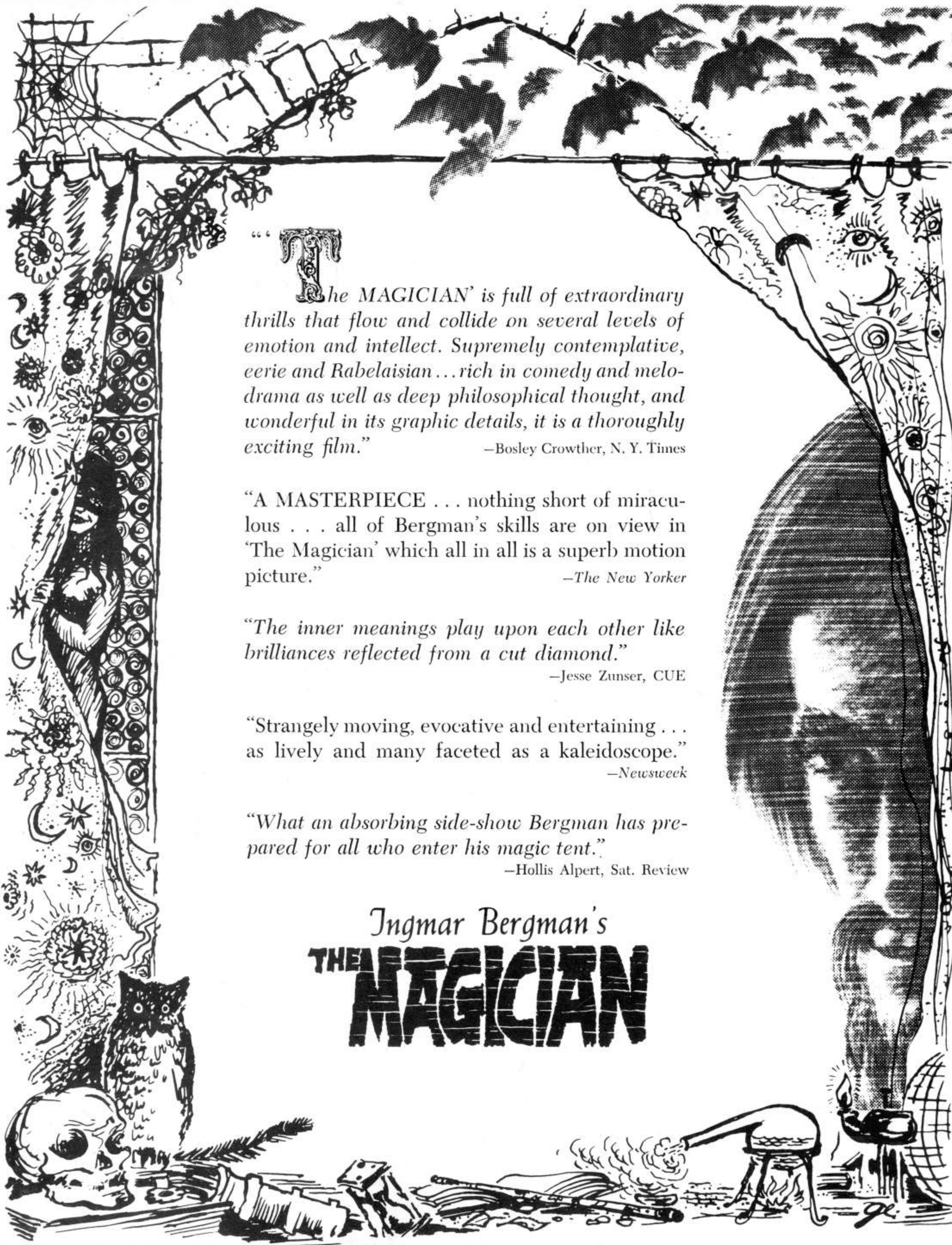


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"The MAGICIAN' is full of extraordinary thrills that flow and collide on several levels of emotion and intellect. Supremely contemplative, eerie and Rabelaisian...rich in comedy and melodrama as well as deep philosophical thought, and wonderful in its graphic details, it is a thoroughly exciting film."

—Bosley Crowther, N. Y. Times

"A MASTERPIECE . . . nothing short of miraculous . . . all of Bergman's skills are on view in 'The Magician' which all in all is a superb motion picture."

—The New Yorker

"The inner meanings play upon each other like brilliances reflected from a cut diamond."

—Jesse Zunsler, CUE

"Strangely moving, evocative and entertaining . . . as lively and many faceted as a kaleidoscope."

—Newsweek

"What an absorbing side-show Bergman has prepared for all who enter his magic tent."

—Hollis Alpert, Sat. Review

Ingmar Bergman's **THE MAGICIAN**

136 lines x 4 Cols.

AD 401



DISTRIBUTED BY **JANUS FILMS** 100 WEST 55th STREET • NEW YORK 19, NEW YORK • TELEPHONE JUDSON 2-8160



The *MAGICIAN* is full of extraordinary thrills that flow and collide on several levels of emotion and intellect. Supremely contemplative, eerie and Rabelaisian... rich in comedy and melodrama as well as deep philosophical thought, and wonderful in its graphic details, it is a thoroughly exciting film.

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—Hollis Alpert, Sat. Review

Ingmar Bergman's **THE MAGICIAN**

99 lines x 3 Cols.

AD 303

"Full of extraordinary thrills."

—Crowther, N.Y. Times

Ingmar Bergman's **THE MAGICIAN**



20 lines x 1 Col.

AD 101

"Rich in comedy and melodrama as well as deep philosophical thought . . . a thoroughly exciting film."

—Bosley Crowther, N.Y. Times

Ingmar Bergman's **THE MAGICIAN**



30 lines x 2 Cols.

AD 202

“**T**

he Magician is full of extraordinary thrills that flow and collide on several levels of emotion and intellect.

Is it something supremely contemplative of the marginal regions between reality and unreality that you would care to cogitate?

Then watch the subtle inquisition of the pitifully tawdry little troupe when, in its travels through the country in the mid-nineteenth century, it is strangely incarcerated in a quizzical merchants home.

Is it eroticism you are after?

Then study what occurs to the neurotic wife of the merchant when she watches the hypnotist.

Or are you for Rabelaisian humor?

Then get those servant girls when they drink the fake love-potions and start going after the lads.

An eerie and Rabelaisian study of the susceptibility of the human mind to the powerful sway of illusion and of the ephemeral nature of Truth . . . As in all his pictures, Mr. Bergman has achieved remarkable magic with his camera and with his cast.”

—BOSLEY CROWTHER, *N.Y. Times*

Ingmar
Bergman's

THE MAGICIAN

110 lines x 3 Cols.

AD 302



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SCENE MATS

"THE MAGICIAN"

is full of extraordinary thrills that flow and collide on several levels of emotion and intellect. Supremely contemplative, eerie and Rabelaisian . . . rich in comedy and melodrama as well as deep philosophical thought and wonderful in its graphic details . . . *it is a thoroughly exciting film.*"

—Bosley Crowther, N.Y. Times

"A Masterpiece . . . nothing short of miraculous . . . all of Bergman's skills are on view in 'The Magician' which all in all is a superb motion picture."

—The New Yorker

INGMAR BERGMAN'S THE MAGICIAN



Max von Sydow, star of Ingmar Bergman's "The Magician."

Mat 1A

72 lines x 2 Cols.

AD 204

"A masterpiece . . . nothing short of miraculous . . . All of Bergman's skills are on view . . ."

—The New Yorker

INGMAR BERGMAN'S THE MAGICIAN



Ingrid Thulin and Max von Sydow in a scene from Ingmar Bergman's "The Magician."

Mat 2A

20 lines x 2 Cols.

AD 201

RADIO SPOTS

During her recent visit to this country, Bibi Andersson, the lovely Swedish actress and star of "The Magician" cut a long-playing record for promotional purposes. The record consists of three spots (15 seconds, 20 seconds, one minute) for "The Magician" and three spots (20 seconds, 30 seconds, one minute) for "Wild Strawberries" and is available free of charge from Donald L. Velde, 1475 Broadway, New York, New York.

THE MAGICIAN

(ANSIKTET)

Produced by

Svensk Filmindustri

Script by Ingmar Bergman

Directed by INGMAR BERGMAN

Director of Photography Gunnar Fischer

Sets by P. A. Lundgren

Cutting Oscar Rosander

Music composed by Erik Nordgren

The Cast:

Vogler, a magician Max von Sydow
Manda (Aman), Vogler's wife and assistant Ingrid Thulin
Dr. Vergérus, medical officer Gunnar Björnstrand
Grandmother Naima Wifstrand
Spegel, a dissipated actor Bengt Ekerot
Sara, a maid Bibi Andersson
Ottília, the consul's wife Gertrud Fridh
Simson, Vogler's coachman Lars Ekborg
Starbeck, chief constable Toivo Pawlo
Egerman, consul Erland Josephson
Tubal, compere Åke Fridell
Sofia, a housekeeper Sif Ruud
Antonsson, the consul's coachman Oscar Ljung
Henrietta, a maid Ulla Sjöblom
Rustan, a butler Axel Düberg
Sanna, a maid Birgitta Pettersson

Running time 101 minutes



"EXQUISITE
... bewitching."
—N.Y. Times

"UNFORGETTABLE
... superb."
—N.Y. Post

"MIRACULOUS
... a masterpiece."
—The New Yorker

"REMARKABLE
movie and director."
—Saturday Review

"SHEER MAGIC
... casts film spell."
—N.Y. Daily Mirror

"FASCINATING
... lively and beautiful."
—Newsweek

Ingmar Bergman's

THE MAGICIAN



"It seems nothing short of miraculous when the warring human checks and balances that contribute to any collective art mesh perfectly, producing a masterpiece . . . This sometimes happens, generally because of the overpowering talents of one person . . . Ingmar Bergman is one of those rare beings . . . he is fascinated by the visual image, and he goes after it with cool, hardheaded, stunningly sensitive camerawork; an impeccable, deceptively simple sense of design; lighting, and mood; and a command over his actors that forces them . . . deeply into their roles . . . All of Bergman's skills are on view in his new film, 'The Magician,' which, all in all, is a superb motion picture."

—The New Yorker

78 lines x 2 Cols.

AD 205



"The MAGICIAN is full of extraordinary thrills that flow and collide on several levels of emotion and intellect. Supremely contemplative, eerie and Rabelaisian . . . rich in comedy and melodrama as well as deep philosophical thought, and wonderful in its graphic details, it is a thoroughly exciting film."

—Bosley Crowther, N.Y. Times

"A MASTERPIECE . . . nothing short of miraculous . . . all of Bergman's skills are on view in 'The Magician' which all in all is a superb motion picture."

—The New Yorker

"Strangely moving, evocative and entertaining . . . as lively and many faceted as a kaleidoscope."

—Newsweek

Ingmar Bergman's THE MAGICIAN

69 lines x 2 Cols.

AD 203

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**"The Magician' is engrossing
movie drama...thrilling
on any audience level.**

If you probe, you will uncover inner meanings within the simple story, each playing upon the other like brilliances reflected from a cut diamond; and each, in its way, richly rewarding. Bergman paints with his camera as an artist might with a brush, limning his characters in delicate strokes of light and lens and shutter. His films attest to the power of his ideas, the impact of his projections, the beauty of their pictorial expression."

— Jesse Zunsner, Cue

"Magnificently photographed, acted wonderfully well and directed with strength, subtlety and that unique mixture of realism and mysticism that is Bergman's alone. One of the world's great film makers is here at the top of his form, proving that he has much to say and knows how to express it superbly."

— Archer Winsten, N. Y. Post

"What an absorbing side-show Bergman has prepared for all who enter his magic tent. A remarkable movie indeed, from the most remarkable director extant."

— Hollis Alpert, Saturday Review

"Supremely contemplative, eerie and Rabelaisian ... full of extraordinary thrills."

— Bosley Crowther, N. Y. Times

Ingmar Bergman's
THE MAGICIAN

Written and directed by Ingmar Bergman