

Document Citation

Title	Golden demon
Author(s)	
Source	<i>Edward Harrison</i>
Date	1956
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	4
Subjects	Yamamoto, Fujiko (1930), Osaka, Japan
Film Subjects	Konjiki yasha (Golden demon), Shima, Koji, 1953

**"A
MODERN
CLASSIC!"**

MORE BEAUTIFUL THAN 'GATE OF HELL'!"

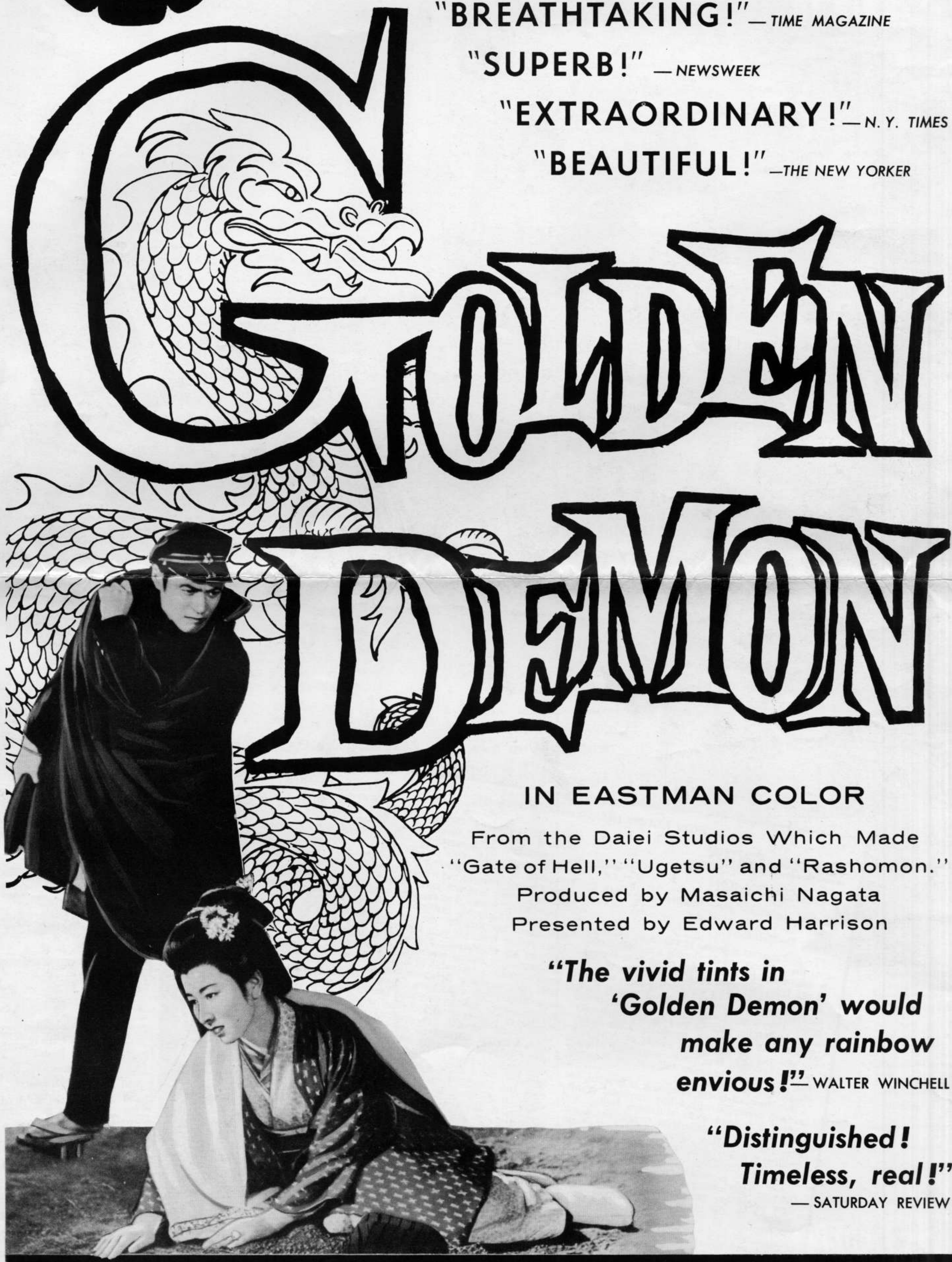
— LIFE MAGAZINE

"BREATH-taking!" — TIME MAGAZINE

"SUPERB!" — NEWSWEEK

"EXTRAORDINARY!" — N. Y. TIMES

"BEAUTIFUL!" — THE NEW YORKER



IN EASTMAN COLOR

From the Daiei Studios Which Made
"Gate of Hell," "Ugetsu" and "Rashomon."

Produced by Masaichi Nagata

Presented by Edward Harrison

**"The vivid tints in
'Golden Demon' would
make any rainbow
envious!"** — WALTER WINCHELL

**"Distinguished!
Timeless, real!"**
— SATURDAY REVIEW

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—LIFE MAGAZINE

An Intense Love Drama of Modern Japan!!



GOLDEN DEMON

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Presented by Edward Harrison

S I G N A T U R E

MAT—201

"A MODERN CLASSIC!"

MORE BEAUTIFUL THAN 'GATE OF HELL'!"
—LIFE MAGAZINE

An Intense Love Drama of Modern Japan!!



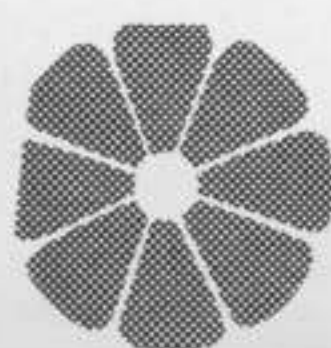
GOLDEN DEMON

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Presented by Edward Harrison

S I G N A T U R E

MAT—301



"MORE BEAUTIFUL THAN 'GATE OF HELL'!"
A modern classic! Unusual for its realistic acting and Western pace! Superb!"—LIFE Magazine

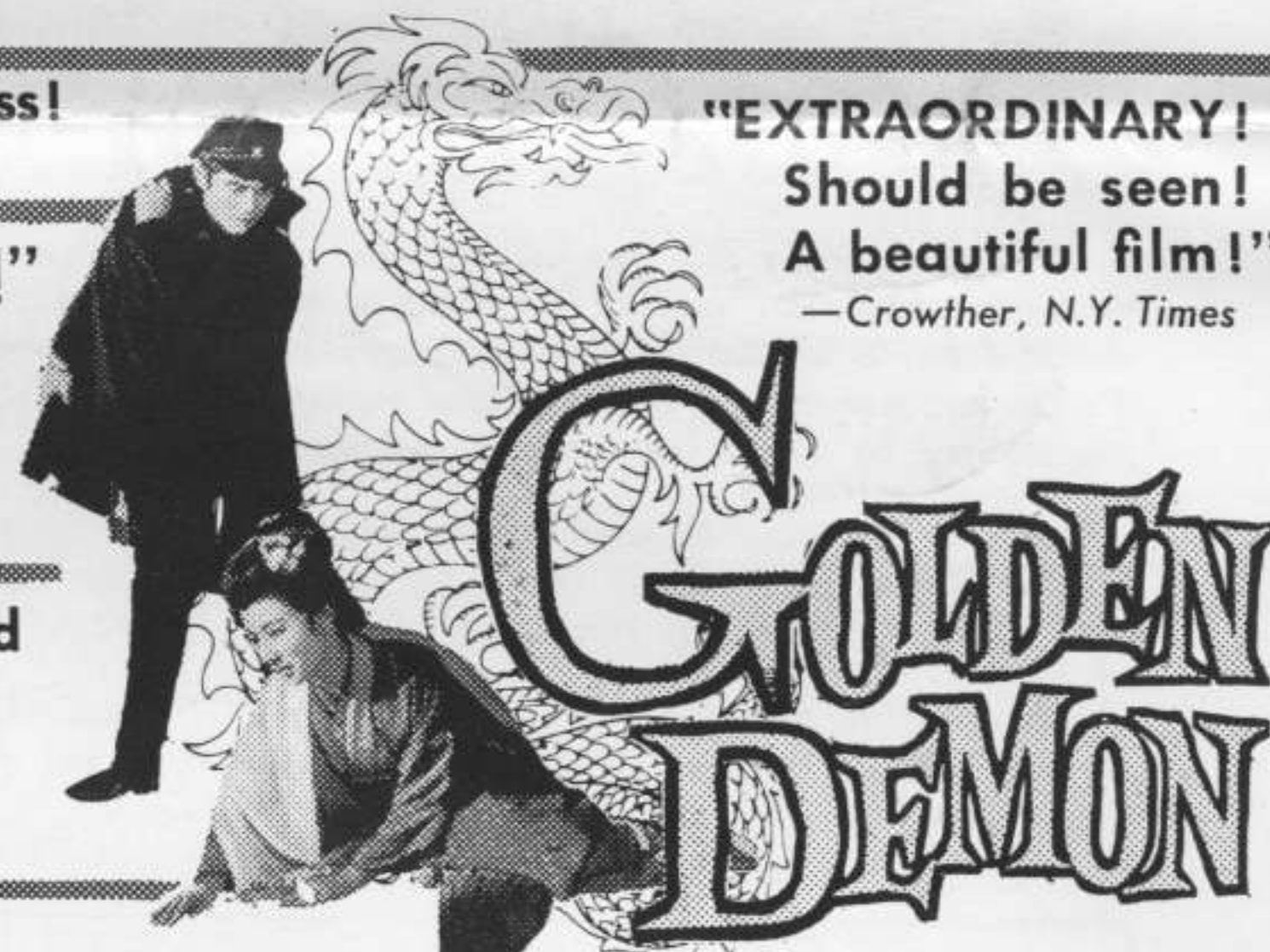
"Distinguished! Timeless! Real!"—Saturday Review

"BREATHTAKING!"—TIME Magazine

"SUPERB!"—Newsweek

"The vivid tints would make any rainbow envious!"—Walter Winchell

"EXTRAORDINARY! Should be seen! A beautiful film!"—Crowther, N.Y. Times



S I G N A T U R E

IN EASTMAN COLOR
Presented by Edward Harrison

MAT—302

"SUPERB!"—Newsweek

"BREATHTAKING!"—Time

"EXQUISITE!"—Life

"DISTINGUISHED!"—Sat. Review

"BEAUTIFUL!"—New Yorker

GOLDEN DEMON

IN EASTMAN COLOR

S I G N A T U R E

MAT—101

"UNSURPASSED COLOR. A MODERN CLASSIC!"—Life Magazine

"★ ★ ★ ½ ★—A Universal Story. Exquisitely Beautiful!"—Hale, News

"GOLDEN DEMON' IS BRIGHT COIN, INDEED!"—Gilbert, Mirror

"Beautifully Composed and Photographed!"—Pelswick, Journal-American

"SHOULD BE SEEN! A BEAUTIFUL FILM!"—Crowther, Times

GOLDEN DEMON

IN EASTMAN COLOR

S I G N A T U R E

MAT—103

"Superb! A modern classic!"—Life Magazine

GOLDEN DEMON

IN EASTMAN COLOR

S I G N A T U R E

MAT—102

"MORE BEAUTIFUL THAN 'GATE OF HELL'!"—LIFE

GOLDEN DEMON

IN EASTMAN COLOR

S I G N A T U R E

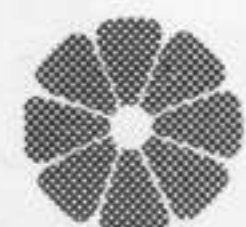
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"Distinguished! Timeless! Real!"—Saturday Review

"BREATHTAKING!"—TIME Magazine

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"The vivid tints would make any rainbow envious!"—Walter Winchell

S I G N A T U R E

"A MODERN CLASSIC!"
Pictorially more beautiful than "Gate of Hell!"—LIFE Magazine

GOLDEN DEMON

IN EASTMAN COLOR

S I G N A T U R E

MAT—202

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EXPLOITATION

GALA PREMIERE

The people in New York City most actively interested in Japan attended and were alerted to the arrival of an important new Japanese film through sponsorship of the local premiere by the Japan Society. The Society bought out practically the entire house for the premiere, assuring a successful evening and widespread publicity. Japanese Ambassador Kase spoke at the premiere. There are branches of the Japan Society in some of the largest cities, which would gladly sponsor a premiere.

PHOTOGRAPHY EDITORS AND CLUBS

The color photography in "Golden Demon" has been acclaimed as superior even to that of "Gate of Hell." Inform your local photographic clubs that Life Magazine has hailed "Golden Demon" as "Pictorially even more successful than 'Gate of Hell.'" Photography fans are avid to learn and their number is legion.

FOREIGN LANGUAGE PRESS

"Golden Demon" was unanimously acclaimed by reviewers for the Foreign Language Press in New York City. Mats accompanied reviews and stories were used. Don't overlook this group.

COLLEGES AND SCHOOLS

Oriental departments of colleges and visual education and art departments of all schools will be interested in the modern aspects of Japan shown in the picture and its beauty. Get them acquainted with the film and get them to support it.

The intense interest in Japanese fashions as inspiration for American creators is illustrated by the layout above which appeared in Women's Wear Daily, the leading daily publication of the fashion industry in the United States. Local fashion editors should be asked to do similar layouts and local fashion groups should be informed about the picture in this and other ways.

AUTIFUL THAN 'GATE OF HELL'!
n classic! Unusual for its realistic
d Western pace! Superb!—LIFE Magazine

"EXTRAORDINARY!
Should be seen!
A beautiful film!"
—Crowther, N.Y. Times



IN EASTMAN COLOR
Presented by Edward Harrison

MAT—203

ADS and SCENE MATS TRAILERS

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Printed in U.S.A.

AMERICAN PREMIERE "GOLDEN DEMON"
GUILD
"EXQUISITE & BEAUTIFUL" - LIFE MAG.



TRAVEL EDITORS

A screening for some fifty travel editors was held in New York City under the auspices of the Japan Travel Bureau. The beauty of the film and of the countryside shown in "Golden Demon" prompted the Japan Travel Bureau to sponsor the special showing from which a great deal of publicity resulted.

The film has another special point of interest for travel editors. The seaside resort of Atami shown in the film became famous because it was the parting place of the lovers in the highly popular Japanese novel on which "Golden Demon" is based. The beauty of Atami is breathtakingly revealed in the film. Get your local travel editors to see and comment on the picture.

WINDOW DISPLAYS

Local airlines, travel bureaus, Japanese restaurants and shops selling Oriental merchandise, readily made window tieups. You can do the same locally.

Fresh Colors in Japanese Film Fashions



Such colors as taupe, pale blue, green and mustard are unexpectedly combined, with a sharp accent of peacock or bright pink, in the Japanese film, "Golden Demon," which opened yesterday at the Guild Theatre in New York. Other fashions highlight:

1. Double hair bows, one plain, one figured.
2. Geta, lacquered wood platform shoes, worn by men and women.
3. Yellow kimono for rain or

4. Jeweled combs and tiny pony tail make an interesting coiffure.
5. Close-up of draped hood.
6. and 7. Combination of large and small prints in two traditional kimonos.

and separates.
There are knit costumes in all ready-to-wear markets, in all fibers, at all prices. Among the coolest are the cottons, comfortable on a midsummer's day.

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