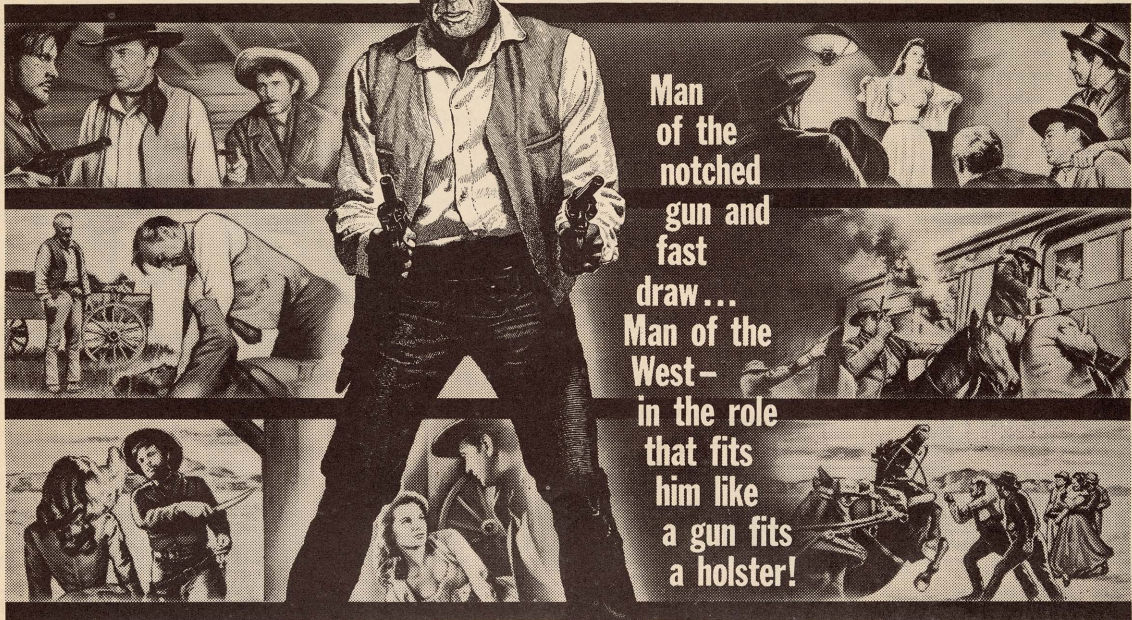


GARY COOPER



MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION

CO-STARRING

JULIE LONDON · LEE J. COBB

ARTHUR O'CONNELL · JACK LORD

COLOR BY DE LUXE · CINEMASCOPE®

HEAR JULIE LONDON SING
"MAN OF THE WEST"

SCREENPLAY BY REGINALD ROSE DIRECTED BY ANTHONY MANN AN ASHTON PICTURE · RELEASED THRU UNITED ARTISTS

T H E A T R E

5 Cols. x 120 Lines—600 Lines (43 Inches)

Mat 503

IMPORTANT NOTICE

JULIE LONDON'S RENDITION OF THE SONG, "MAN OF THE WEST", IS NOT HEARD IN THE MOVIE.

Exhibitors are required therefore to delete the panels reading "Hear Julie London Sing 'Man of the West'" from all ad mats; snipe over similar panel copy on posters and lobbies; delete all reference to the song from publicity and exploitation copy.



These are the key art elements in the campaign available as 8 x 10 glossy stills. Use them to prepare lobby displays, special ads, windows, etc. Order stills by number from National Screen.

ART STILLS

MW-ART 1



MW-ART 2



MW-ART 3



MW-ART 4



MW-ART 5



MW-ART 6



MW-ART 7



MW-ART 8

★ Campaign Catchline Sets Up Surefire Stunt!

CINDERELLA "BOOT"!

Adapt the popular Cinderella search by looking for a boy under 16 years of age who can fill the boots of "the man of the west." Get an extra large western boot and cut it in cross section; then mount it. Boy places foot into boot. Those who fill the boot win locally promoted prizes. Similar stunt can be staged in shoe chain stores, with newspaper ads and window displays plugging contest. Tie-in line says: "Boys Under 16! Can You Fill The Boots of The MAN OF THE WEST? Wonderful Prizes . . . Nothing to Buy! SEE GARY COOPER as THE MAN OF THE WEST . . . NOW!"



OFFER PRIZES AND TICKETS TO THOSE WHO GET GIVEAWAY GUNS THAT "FIT" HOLSTER!

Latch on to the terrific penetration of the Gary Cooper descriptive in ads and posters: "the role that fits him like a gun fits a holster!" All you do is distribute a maximum number of small plastic "guns" in 2" x 3" envelopes, as shown at left. Each envelope is numbered consecutively. List winning numbers in lobby, offering free admission or promoted prizes to those whose gun numbers "fit."

PRICES:

(Envelopes numbered consecutively, imprinted)

Guns and envelopes \$17.50 per M

Order direct from:

ECONOMY NOVELTY & PRINTING CO.

244 West 39th St., New York, N. Y.

WIN MOVIE TICKETS!

If the number of this "gun" "fits" the holster number on display in our lobby . . . you will receive 2 guest admissions to see

GARY COOPER
IN THE ROLE THAT FITS HIM
LIKE A GUN FITS A HOLSTER!
MAN OF THE WEST
COLOR by DE LUXE • CINEMASCOPE

IMPRINT

17965

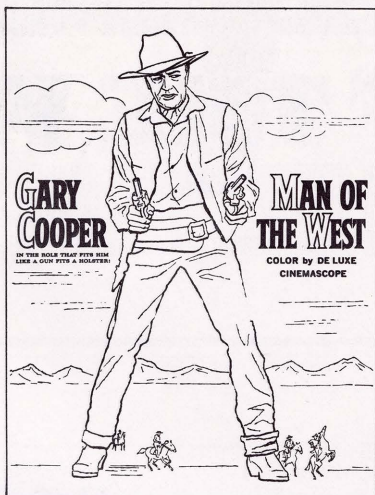
Envelope shown actual size. In-
sert plastic guns for giveaway.

★ Get Extra Mileage Out of Ad Line These Ways:

COLOR-IN CONTEST ▶

Gary Cooper as the man of the west is a natural for the kids. Offer merchant-donated prizes for best color-in jobs turned in by youngsters. Mat is shown here in reduced size; actual size is 7¼" x 9". Print locally on letter-size sheet. Distribute contest sheets through stores, schools, lobby, religious schools, clubs, etc. Mount and display winning entries in lobby or department store window.

MAT 4A ▶



DISPLAY GUNS AND HOLSTERS

With a cut-out of Cooper in background, including copy line: "the role that fits him like a gun fits a holster," display as many old and new firearms it is possible to collect locally. Display as many ornate holsters, too, as are available locally. Get these from Armories, gunsmiths, museums, rifle associations and private collectors. Photo of display may also make a good newspaper feature. Display itself may also be moved to TV studio for a presentation on local program.

STREET BALLY ON HORSEBACK

A small boy in western garb riding a Shetland pony is followed by a huge cowboy on a large horse. Cowboy carries a sign which reads: "The BIG western excitement is on the BIG CinemaScope movie screen . . . in real-life color! See GARY COOPER as THE MAN OF THE WEST . . . in a role that fits him like a gun fits a holster! . . . Now . . . Bijou!"

★ Follow Through With More Action Ballyhoo!

"ROLL YOUR OWN" CONTEST



Stills MW-L6, MW-L6B, MW-L6E

Cooper shows how to roll-your-own cigarettes! Let the local outdoors men try it for speed and quality—either in front of your theatre or as a spot on local TV show. Offer prizes. Use these stills for tie-in publicity. Order stills by number from National Screen.

STORE ADS, WINDOWS

"Man of the West" is a Man of Action . . . a Man of Good Taste . . . a Man Who Enjoys (Product)! Use any of these slogans or many variations of it for any number of merchant newspaper ads or window displays. Use scenes from the picture for tie-in display. Be sure no Gary Cooper endorsement is made or implied.

"GOLD" DOLLARS STUNTS

Gary Cooper carries a hoard of 600 gold dollars in the picture. Use this fact as a peg on which to hang both of the following stunts:

1. Together with the Retail Merchants Association announce that 600 "gold dollars" are hidden around the theatre and in the stores of participating merchants. Tie-in line sends them searching for the gold hoard of the Man of the West. "Dollars" are actually imitation coins redeemable at the boxoffice or merchants. Limit search to certain hours on one day.

2. A Man of The West on horseback gives away gold cardboard "dollars," each carrying an 1868 date. A few are dated 1870. Back of coin asks fans to match the dollars against Gary Cooper's coins on display in lobby. Those who receive the 1870 coins receive \$1.00 in cash.

NAME "MAN OF YOUR TOWN"

Newspapers take kindly to the naming of a "man of the year," a "Mr. Television" a "man of achievement," etc. Suggest to one of the local newspapers (or organization) that they select the leading citizen to be honored as the "Man of the West" (East, South or North, consistent with your area). Tie in by presenting this citizen with a "Man of the West Award" on behalf of Gary Cooper, who represents the finest qualities of pioneer America.

GARY COOPER DAY

No name in the motion picture world is more respected than that of Gary Cooper. He is a favorite of fans of all ages. Suggest that local shopping center or merchants association honor your showing with a Gary Cooper Day promotion. Highlights include Gary Cooper Sales, western merchandise and stunts outlined on these pages.

KIDS' COSTUME MATINEE

Announce a "young Man of the West" matinee offering gifts and prizes to the youngsters who come with the most unusual, most imaginative western outfits. Photograph the five winners for a good human interest picture and story.

Gary Cooper, As 'Man of the West'! In Role Perfectly Suited For Him

(General Advance)

In the action-packed western drama which is slated to open at the Theatre through United Artists release, Gary Cooper is starred in a role that fits him like a gun fits a holster. It is the title role in "Man of the West," in which he is starred with Julie London, Lee J. Cobb, Arthur O'Connell and Jack Lord. The Walter M. Mirisch production was filmed in color by DeLuxe in CinemaScope. Anthony Mann directed and Reginald Rose wrote the screenplay.

"Man of the West," based upon Will C. Brown's novel, is a suspenseful story of powerful personalities—good and bad—wherein Gary Cooper, as Link Jones, a reformed bandit and killer raised in the ways of western violence by his uncle (Lee J. Cobb), is tossed by circumstances back into the clutches of Cobb's gang several years after he left them to go straight.

Julie London famous singer, is back to straight drama in her "Man of the West Role." Although she sings the title song of the film, her role of a frontier chanteuse which Rose's script probes to some depth, calls for a dramatic, non-singing interpretation.

Arthur O'Connell, who portrays a card-sharp on the lam from the authorities, reached recognition after twenty years of obscurity in show business, with his portrayal of the reluctant suitor in the Broadway production of "Picnic." Jack Lord plays the part of Coaley, a hulking brute, to whom Cooper administers a terrific beating after Coaley forces Julie London to strip at gunpoint. Lord made his Broadway mark as star of "Cat On A Hot Tin Roof."

"Man of the West" was filmed largely in California's magnificent Red Rock Canyon in the Mojave desert. Opening sequences wherein Cooper boards the train were filmed near Sonora and Jamestown, in the heart of the '49 gold rush country along the 57-mile track of the Sierra Railroad. The ancient train is real—not studio constructed.

Script By Rose

Reginald Rose, muchly honored for his TV and film versions of "12 Angry Men," wrote the screenplay for Gary Cooper's new film, "Man of the West," which opens at the Theatre.



Still MW-17

Mat 2E

Gary Cooper reassures Julie London when they come upon a gang of cut-throats in the exciting outdoor drama, "Man of the West." Filmed in CinemaScope and color, the United Artists release opens at the Theatre.

Cooper Fights, Shoots, Rides In "Man of the West"

(Prepared Review)

"Man of the West," which opened yesterday at the Theatre, stars the most suitable person in Hollywood for its title role, Gary Cooper. Judging by its title, one would almost assume it to be the biography of Cooper—but it's not. It's a western with scope and imagination, scripted by Reginald Rose, who wrote "12 Angry Men."

The film, in CinemaScope and color, is Cooper's first western in a long while. It brings him back to the range he rides so well. It sets him on a horse, and it lets him walk down western streets looking for trouble as only Cooper can.

Teamed with Cooper are a group of players whose importance rivals the grandeur of the story and its backgrounds; Lee J. Cobb, Julie London, Arthur O'Connell and Jack Lord. Anthony Mann, an old master of the western (he directed many Jimmie Stewart sagebrush sagas)

is in top form with this picture.

Cooper plays the role of a reformed gunslinger who is catapulted by fate back into the clutches of the man who first set him on a road of crime. Lee J. Cobb plays the role of a dangerously evil yet sympathetic character. One might describe his role as that of an off-beat villain. Miss London, whose singing voice can be heard over the titles of the picture, Arthur O'Connell, Jack Lord and all the supporting players, contribute to make this an exciting, colorful and compelling film.

How Many Slugs Needed To Kill?

(Production Feature)

A question which has plagued movie producers, western actors and many devotees of sagebrush cinema for many years—how many shots are required to kill a man in a close quarter gunfight—has been resolved.

Immediate concern of United Artists Producer Walter Mirisch was a sequence in "Man of the West" in color and CinemaScope which opens at the Theatre through United Artists release, calling for Royal Dano to fire three shots at Gary Cooper inside a bank, missing him each time.

When Dano argued it seemed unlikely a bandit would miss thrice drawing from the hip at 20 feet, Mirisch invited Dano and Cooper—both experienced and excellent shots—to try it out with live ammunition.

A man-size target was set against a hill adjacent to the "Man of the West" set at Red Rock Canyon, and agitated by means of a rope. After a hip draw from 20 feet Dano missed his first three shots, zeroed in on his fourth and made a "kill" shot on his fifth.

"We discovered the closer to the eye the gun is held the deadlier the aim," said Mirisch. "The closer to the hip the worse the aim, but hip or not, it always required more than one shot."

Julie London Says Movie Stripping Is No Cinch

(Special Feature)

Getting undressed is something most of us can—and do—in the dark by rote, our minds occupied with other matters as we disrobe almost automatically.

But, as luscious Julie London demonstrated when she "took it off"—and at gunpoint, yet—for a scene with Gary Cooper in "Man of the West," which opens at the Theatre, in sight of no less than 46 technicians, it isn't that simple in the movies.

The strip, something never before filmed in a western movie, comes about quite dramatically when the train on which she, Cooper—a reformed outlaw—and Arthur O'Connell, a card-sharp, are traveling across Arizona, is held up and the three fall into the clutches of a robber gang headed by Lee J. Cobb.

Held captive in the gang's cabin hideout, Miss London captures the lecherous eye of Jack Lord, a particularly non-gallant highwayman. Lord gets a strangle hold on Cooper, presses a sharp knife against his throat just hard enough to draw some blood, and commands Miss London to remove her clothes.

Today the professional striptease artist on a flash. About all she has to do is sneeze once, shrug her shoulders, and the specially-designed costume flops to the floor. But not so in "Man of the West." The United Artists film is set in 1880 when women dressed like they were headed for the Arctic Circle.

"How much does Julie take off?" Director Tony Mann was asked.

"A lot," answered Tony. He might have added that she put on a lot first—four petticoats over a set of cute pantaloons. No wonder it isn't easy for a girl to undress.

Real Noise

There's nothing synthetic about the clicky-clack of the wheels as they roar over the Sierra Railroad tracks in Walter Mirisch's Ashton production of "Man of the West" starring Gary Cooper, Julie London and opening..... at the Theatre through United Artists release.

Disdaining to use anything from existent sound libraries, Mirisch ordered direct recording through mikes placed both inside and outside the train.



Still MW-35

Mat 1B

Gary Cooper fights his way out of an ambush in the dramatic outdoor adventure film, "Man of the West," a United Artists release. The picture, filmed in CinemaScope and color, opens at the Theatre.

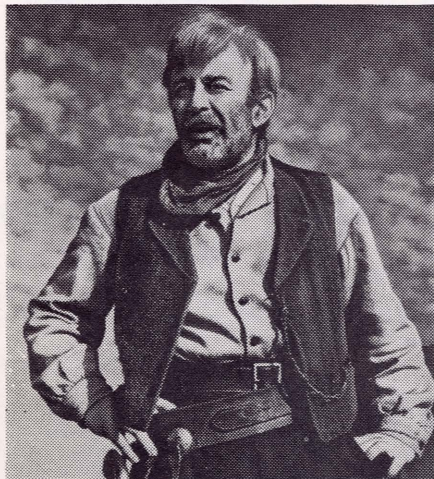
Hard Worker

Gary Cooper not only worked every one of the shooting days scheduled for color film "Man of the West," which opens at the Theatre but he appears in every scene of the Reginald Rose's script.

The actor's only rest came in the occasional camera angles in which he is not seen—and in most of these he is an off-stage voice.

Historic!

Old No. 3 Sierra Railroad train which dates back to the 1880s, carries Gary Cooper, Julie London and Arthur O'Connell in key scenes for "Man of the West," which opens at the Theatre. The United Artists film was photographed in part along the Sierra's line in California's Sonora gold rush country, where the ancient choo-choo has operated for close to three quarters of a century.



Still P-22

Mat 2A


Lee J. Cobb has the role of a vicious outlaw who at the same time has an inexplicably human quality about him. "The Man of the West," in which he is co-starred with Gary Cooper, opens at the Theatre.



Still P-17

Mat 2C

Julie London has the leading feminine role opposite Gary Cooper in the dramatic western, "Man of the West." The United Artists release, filmed in color and CinemaScope, will open at the Theatre.



MAN OF THE LEAN JAW AND HARD FIST...
MAN OF THE NOTCHED GUN AND FAST DRAW...


GARY COOPER
as the
MAN OF THE WEST

COLOR BY DE LUXE - CINEMASCOPE
RELEASED THRU UNITED ARTISTS

THEATRE

1 Col. x 70 Lines (5 Inches)
Mat 103

GARY COOPER
IN THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!



MAN OF THE WEST

CINEMASCOPE
COLOR BY DE LUXE
RELEASED THRU UNITED ARTISTS


THEATRE

1 Col. x 42 Lines (3 Inches)
Mat 102



Still P-12 Mat 1A
Gary Cooper and Julie London have co-starring roles in the dramatic, off-beat western, "Man Of The West," which will open at the Theatre through United Artists release. The picture also stars Lee J. Cobb, Arthur O'Connell and Jack Lord. Reginald Rose wrote the script. The picture is in Cinemascope and color.


GARY COOPER
as the
MAN OF THE WEST



COLOR BY DE LUXE - CINEMASCOPE
RELEASED THRU UNITED ARTISTS

1 Col. x 28 Lines (2 Inches)

GARY COOPER




MAN OF THE WEST

Released by UNITED ARTISTS

1 Col. x 14 Lines (1 Inch)
Both on Mat 101

GARY COOPER
as the
MAN OF THE WEST



IN THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!

COLOR BY DE LUXE - CINEMASCOPE

THEATRE

2 Cols. x 28 Lines—56 Lines (4 Inches)

GARY COOPER



MAN OF THE WEST

COLOR BY DE LUXE - CINEMASCOPE
RELEASED THRU UNITED ARTISTS

2 Cols. x 14 Lines—28 Lines (2 Inches)
Both on Mat 201

GARY COOPER



MAN OF THE LEAN JAW AND HARD FIST...
MAN OF THE NOTCHED GUN AND FAST DRAW...

MAN OF THE WEST

CO-STARRING
A WRITER M. MARSHALL PRODUCTION JULIE LONDON-LEE J. COBB-ARTHUR O'CONNELL
JACK LORD SCREENPLAY BY REGINALD ROSE DIRECTED BY ANTHONY MANN
AN ADVENTURE PICTURE - RELEASED THRU UNITED ARTISTS

COLOR BY DE LUXE - CINEMASCOPE

THEATRE

HEAR JULIE LONDON SING "MAN OF THE WEST"


2 Cols. x 63 Lines—126 Lines (9 Inches)

Mat 203



Still P-1 Mat 2B
Gary Cooper is the very personification of the title role of his new film—"Man Of The West." The picture, a United Artists release in Cinemascope and color, will open at the Theatre.

GARY COOPER
as the
MAN OF THE WEST



COLOR BY DE LUXE - CINEMASCOPE
Released thru UNITED ARTISTS

THEATRE

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 202

ALL ON ONE MAT AT A SPECIAL LOW PRICE FROM NATIONAL SCREEN EXCHANGE

HERE IS YOUR
BIGGEST MAN—
IN THE ROLE THAT
FITS HIM LIKE A GUN
FITS A HOLSTER!



GARY COOPER
as the
MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION
JULIE LONDON · LEE J. COBB
ARTHUR O'CONNELL
JACK LORD

SCREENPLAY BY REGINALD ROSE
DIRECTED BY ANTHONY MANN · COLOR BY DE LUXE · CINEMASCOPE

HEAR JULIE LONDON SING
"MAN OF THE WEST"

AN ASHTON PICTURE · RELEASED THRU UNITED ARTISTS


T H E A T R E

3 Cols. x 85 Lines—255 Lines (18 Inches)

Mat 301

ORDER ALL AD MATS FROM YOUR
NATIONAL SCREEN EXCHANGE

MAN OF THE
LEAN JAW AND
HARD FIST...
MAN OF THE NOTCHED
GUN AND FAST DRAW...



GARY COOPER
as the
MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION
JULIE LONDON · LEE J. COBB
ARTHUR O'CONNELL
JACK LORD

SCREENPLAY BY REGINALD ROSE
DIRECTED BY ANTHONY MANN
COLOR BY DE LUXE · CINEMASCOPE

AN ASHTON PICTURE · RELEASED THRU UNITED ARTISTS

HEAR JULIE LONDON SING
"MAN OF THE WEST"

T H E A T R E

"Take them clothes off, girl . . ."

2 Cols. x 98 Lines—196 Lines (14 Inches)

Mat 205

The Cast

| | | |
|---------------|-------|------------------|
| Link Jones | | Gary Cooper |
| Billie Ellis | | Julie London |
| Dock Tobin | | Lee J. Cobb |
| Sam Beasley | | Arthur O'Connell |
| Claude | | Jack Lord |
| Trout | | John Dehner |
| Ponch | | Royal Dano |
| Alcutt | | Robert Wilke |
| Conductor | | Jack Williams |
| Rifleman | | Guy Wilkerson |
| Marshall | | Chuck Roberson |
| Gribble | | Frank Ferguson |
| Mexican Woman | | Emory Parnell |
| Mexican Man | | Tina Menard |
| | | Joe Dominguez |

Summary

"Man Of The West" is an off-beat western which tells of a reformed gunslinger whose past catches up with him when he meets his former evil gang-leader, played by Lee J. Cobb. The picture stars Gary Cooper, whose very name is synonymous with "the man of the west." In this picture, Cooper is at his best form, riding, shooting and fighting. Julie London is co-starred in the leading feminine role. Although her part is a straight dramatic one, her lush singing voice may be heard rendering the title song off-screen as the final scene fades out. A knock-down-drag-out fight between Cooper and Jack Lord, a forced strip-tease at knife point by Miss London, and a bone-hard script by Reginald Rose, author of "12 Angry Men," are all qualities that make this picture top movie fare.

The Story (Not for Publication)

It is 1874 in eastern Arizona. Aboard a train with \$600 to be used for hiring a schoolteacher is Link Jones (Gary Cooper) former gunslinger and bandit, now happily married and "gone straight." He meets card sharp Sam Beasley (Arthur O'Connell) and a shapely dance-hall singer, Billie Ellis (Julie London). During a stop, the train is held up by Dock Tobin (Lee J. Cobb) and his gang. Link and Tobin recognize each other. Tobin is Link's uncle and leader of the gang that Link used to work with.

Left behind when the train departs, Link, Sam and Billie go to the outlaws' cabin where Link, in order to protect all concerned, especially Billie, in whom Tobin has shown a particular interest, pretends to want to rejoin the gang. In order to prove he is on the level, Tobin orders him to participate in a planned bank robbery. Dock sends two of his henchmen with Link to scout the bank in Lassoo. There they find only an old Mexican woman, whom one of the henchmen shoots. Link grabs her weapon and after a desperate gun battle, slays the henchmen.

He returns to the cabin just in time to prevent an attack on Billie by Dock. Tobin, seeing Link return, and feeling old and discouraged by losing his nephew's respect, enters into a half-hearted gun duel with Link—and is killed.

Billie goes on her way, with a great deal of respect for Link, and the latter successfully completes his mission to find a new schoolteacher for his pioneering town.

Running Time: 100 Minutes

Official Billing

| | |
|---|------|
| GARY COOPER* | 100% |
| as the | |
| MAN OF THE WEST | 100% |
| A Walter M. Mirisch Production | 35% |
| co-starring | |
| JULIE LONDON** LEE J. COBB** | |
| ARTHUR O'CONNELL JACK LORD | |
| must be in this order; all must be 75%; | |
| Cobb must be on same line as London | 75% |
| Screenplay by Reginald Rose | 35% |
| Directed by Anthony Mann | 35% |
| Color by DeLuxe Cinemascope® | 25% |
| An Ashton Picture | 25% |
| Released Thru United Artists | 15% |

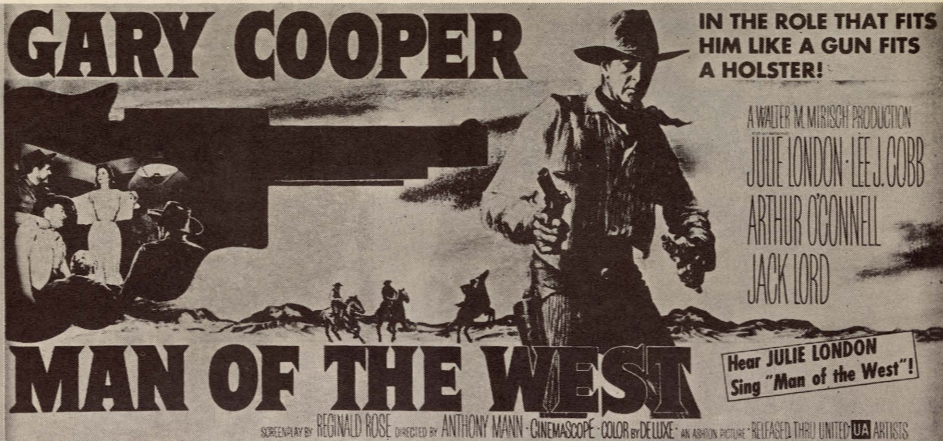
* Artist's name must precede and be above the title of the photoplay. No other person's name shall precede artist's name or appear in larger size type as to height or width, or appear in a more prominent type, color or printing than used to display artist's name, nor may the name or likeness of any person or persons be displayed more prominently than artist's name or likeness. No exclusions re teases, special advertising, etc.
** No other cast member's name, except Cooper's, may be more prominent.
Note: If any member of cast receives feature billing, then Royal Dano to receive feature billing.

Production Staff

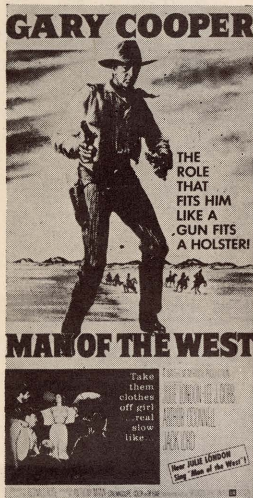
| | | |
|--------------------------------|-------|-------------------|
| Produced by | | Walter M. Mirisch |
| Directed by | | Anthony Mann |
| Screenplay by | | Reginald Rose |
| Based on a Novel by | | Will C. Brown |
| Photographer | | Ernest Haller |
| Edited by | | Richard Heermance |
| A Walter M. Mirisch Production | | |
| An Ashton Picture | | |
| Released thru United Artists | | |

POSTERS AND LOBBIES

Order all items from your
National Screen Exchange



24-SHEET



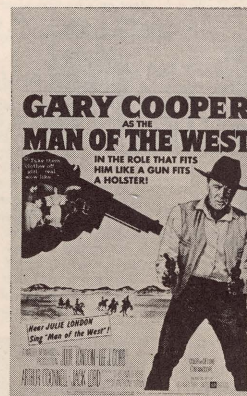
3-SHEET



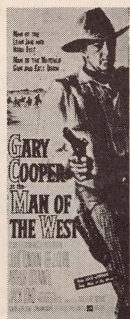
1-SHEET



6-SHEET



WINDOW CARD



14 x 36 INSERT CARD



SET OF 8—11 x 14 LOBBY CARDS



SET OF 2—22 x 28 LOBBY CARDS

SET OF 10 COLOR STILLS

These 8x10 glossies, beautifully hand-colored, are full of the action and excitement of "Man of the West." Use them in lobby and store windows.

Available at low cost from
NATIONAL SCREEN
EXCHANGE

VALANCES! BADGE!

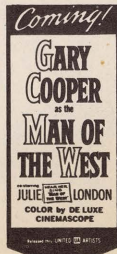


DELUXE SECTIONAL VALANCE
Made of fluorescent satin . . . shimmering lettering . . . flowing fringes. Use in inner lobby in advance and under marquee during run.

Order any length you need at
\$1.50 per running foot! Minimum 12 Feet



SPECIAL 3-PIECE STREAMER
15 feet long . . . in 3 separate pieces strung together. Use under marquee or as lobby wall streamer.
Complete streamer . . . \$12.50



BADGE

Let your staff wear these for at least two weeks in advance of opening.
Only 40c ea.

MULTI-COLORED PENNANTS!

10 pennants to the 35-foot string. Each pennant is 17 x 27 inches in size.

Per string of 10 \$4.75
12 strings \$50.00

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