

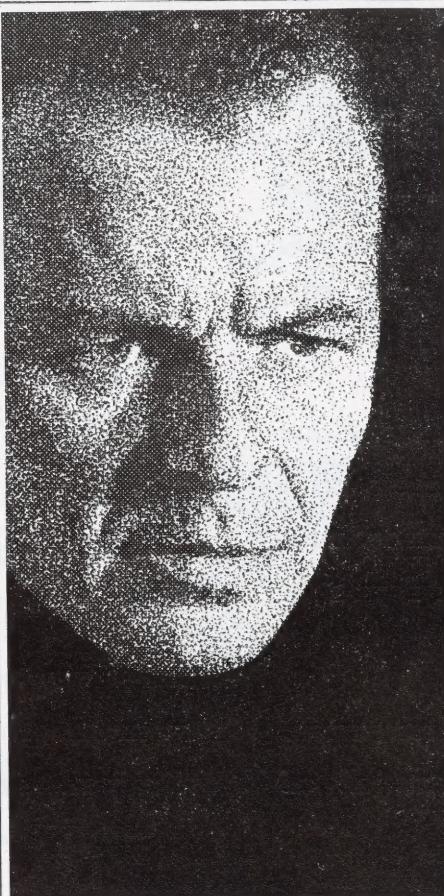
United Artists

Pressbook

**If you
come in
five minutes
after
this picture
begins,
you won't
know what
it's all about!**



THEATRE



**when you've
seen it all,
you'll swear
there's
never been
anything
like it!**



**Frank
Sinatra
Laurence
Harvey
Janet
Leigh**



**The
Manchurian
Candidate**

co-starring
**Angela Lansbury
Henry Silva
James Gregory**

Produced by
GEORGE AXELROD
and
JOHN FRANKENHEIMER

Directed by
JOHN FRANKENHEIMER
Screenplay by
GEORGE AXELROD

Based upon a Novel by
RICHARD CONDON
Executive Producer
HOWARD W. KOCH

An M. C. PRODUCTION
RELEASED THRU UNITED ARTISTS

USE TRAILERS, ACCESSORIES AND ADS TO SELL 'MANCHURIAN' SUSPENSE!!

We have carefully prepared what we think is an unusual, exciting and curiosity-provoking advertising campaign to sell the unique suspense element of the picture. The key to the campaign is the use of the copy line "If you come in five minutes after this picture begins, you won't know what it's all about! When you've seen it all, you'll swear there's never been anything like it!"

You will find this copy used in the Teaser Trailer, the regular Trailer, the radio spots, the TV spots, ads, posters and accessories. This enables you to plan a campaign starting weeks in advance, running up to and including the run of the picture. Here is a four-step plan which sets it up and keeps it rolling:

1—Start with displays in your lobby of the 22 x 28's and other paper. At the same time run the Teaser Trailer which does a great job of piquing curiosity about the picture.

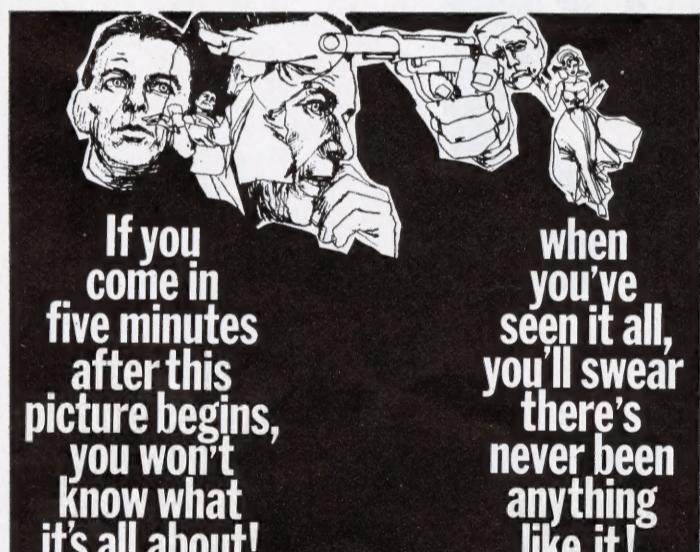
2—Then, about ten days to two weeks before your playdate, run the regular trailer which continues the interest created by the teaser.

3—Follow this with a strong ad campaign selected from the varied sizes and layouts shown in this pressbook.

4—On opening day, and for the run of picture, back up this whole campaign by displaying in your lobby or out front the special 40 x 60 accessory described on page eight.

An additional note: of course the starting times shown in the ads and special accessory is only to give you an idea as to how the material will look. You insert your own starting times.

Also: you may use the starting time to actually create lines in front of your theatre by not allowing anyone in after the feature has started. Or, you may strongly advise no one to come in after the first five minutes. You are the best judge of your particular situation.



Feature goes on at:
11:10 AM | 6:15 PM
1:31 PM | 8:36 PM
3:52 PM | 10:57 PM

**Frank Sinatra
Laurence Harvey
Janet Leigh**  **The
Manchurian
Candidate**

Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER
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THEATRE

2 Cols. x 100 Lines—200 Lines

Mat 202

◀ FEATURE STARTING-TIME ADS

Ad mats 202 and 203 have been prepared so that you can insert your playing time schedule. Use them as post-opening ads as part of the campaign outlined above. The times shown here are for illustrative purposes only. See special insert for adapting "feature times" to other ads.

If you come in five minutes after this picture begins, you won't know what it's all about! **when you've seen it all, you'll swear there's never been anything like it!**
Feature goes on at:
11:10 AM | 6:15 PM
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**Frank Sinatra
Laurence Harvey
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THEATRE

2 Cols. x 49 Lines—98 Lines

Mat 203

**Frank Sinatra
Laurence Harvey
Janet Leigh**



**The
Manchurian
Candidate**

Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER Screenplay by GEORGE AXELROD Based upon a Novel by RICHARD CONDON Executive Producer HOWARD W. KOCH An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

THEATRE

I Col. x 56 Lines Mat 102

**Frank Sinatra
Laurence Harvey
Janet Leigh**



**The
Manchurian
Candidate**

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THEATRE

I Col. x 42 Lines Mat 105

HOW TO ADAPT 'FEATURE TIME' SCHEDULE TO OTHER ADS

The ads displayed here show how easily you can work in that "feature time" suspense-selling device to the various sizes and layouts that are offered in the Advertising Section of the pressbook.

REMEMBER, these are for display purposes only, when you order the mats, they will **NOT** contain the feature times. You set them locally in the size and positions indicated.

If you come in five minutes after this picture begins, you won't know what it's all about!

Frank Sinatra
Laurence Harvey
Janet Leigh

when you've seen it all, you'll swear there's never been anything like it!

The Manchurian Candidate

co-starring
Angela Lansbury
Henry Silva
James Gregory

Because it is so vital that you see it from the beginning, check these starting times very carefully!

Feature goes on at:
11:10 AM 6:15 PM
1:31 PM 8:36 PM
3:52 PM 10:57 PM

THEATRE

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Feature goes on at:
11:10 AM 6:15 PM
1:31 PM 8:36 PM
3:52 PM 10:57 PM

THEATRE

Mat 402

If you come in five minutes after this picture begins, you won't know what it's all about!

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**Frank Sinatra
Laurence Harvey
Janet Leigh**

The Manchurian Candidate

co-starring
Angela Lansbury
Henry Silva
James Gregory

Because it is so vital that you see it from the beginning, check these starting times very carefully!

Feature goes on at:
11:10 AM 6:15 PM
1:31 PM 8:36 PM
3:52 PM 10:57 PM

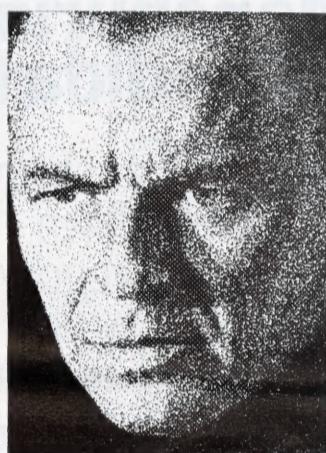
THEATRE

Mat 501

Campaign

See Insert For
Adapting "Feature
Times" Copy

NOTE: Ads 103, 104 and 106 include extra panels on their respective mats. Use them as interchanges on alternate or same days, or run-of-paper to create interest and curiosity.



Frank
Sinatra
Laurence
Harvey
Janet
Leigh



The
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THEATRE

I Col. x 98 Lines Mat 104



Frank Sinatra
Laurence Harvey
Janet Leigh

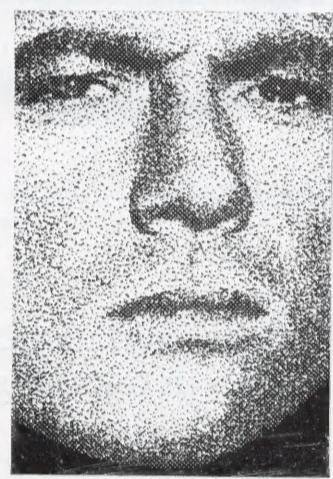


The
Manchurian
Candidate

Produced by GEORGE AXELROD and JOHN FRANKENHEIMER
Directed by JOHN FRANKENHEIMER
Screenplay by GEORGE AXELROD
Based upon a Novel by RICHARD CONDON
Executive Producer HOWARD W. KOCH
An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

THEATRE

I Col. x 70 Lines Mat 106



Frank Sinatra
Laurence Harvey
Janet Leigh



The
Manchurian
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Produced by GEORGE AXELROD and JOHN FRANKENHEIMER
Directed by JOHN FRANKENHEIMER
Screenplay by GEORGE AXELROD
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Executive Producer HOWARD W. KOCH
An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

THEATRE

I Col. x 70 Lines Mat 103

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Frank
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Laurence
Harvey
Janet
Leigh

The
Manchurian
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co-starring
Angela
Lansbury
Henry
Silva
James
Gregory

Produced by
GEORGE AXELROD
and
JOHN FRANKENHEIMER
Directed by
JOHN FRANKENHEIMER
Screenplay by
GEORGE AXELROD
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RICHARD CONDON
Executive Producer
HOWARD W. KOCH
An M. C. PRODUCTION
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THEATRE

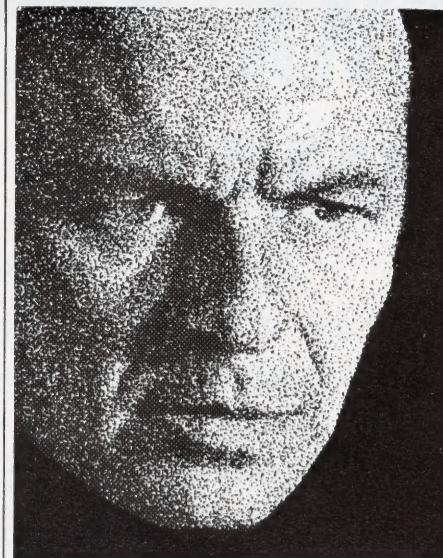
2 Cols. x 200 Lines—400 Lines

Special Mat No. 1

The following ads and scene cuts are included on the composite mat available at the special low price at National Screen:
ADS 201, 203, 206, 101, 102.
SCENES 1B and 2C.

See Insert For
Adapting "Feature
Times" Copy →

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The
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Executive Producer HOWARD W. KOCH
An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

THEATRE

Mat 402

4 Cols. x 125 Lines—500 Lines

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Frank Sinatra
Laurence Harvey
Janet Leigh



co-starring
Angela Lansbury Henry Silva James Gregory

Produced by
GEORGE AXELROD and JOHN FRANKENHEIMER
Directed by JOHN FRANKENHEIMER
Screenplay by
GEORGE AXELROD RICHARD CONDON
Based upon a Novel by
HOWARD W. KOCH
An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

THEATRE

2 Cols. x 126 Lines—252 Lines

Mat 205

If you
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Frank
Sinatra
Laurence
Harvey
Janet
Leigh



The
Manchurian
Candidate

co-starring
Angela Lansbury
Henry Silva
James Gregory

Produced by
GEORGE AXELROD
and JOHN FRANKENHEIMER
Directed by
JOHN FRANKENHEIMER
Screenplay by
GEORGE AXELROD

Based upon a Novel by
RICHARD CONDON
Executive Producer
HOWARD W. KOCH
An M. C. PRODUCTION
RELEASED THRU UNITED ARTISTS

THEATRE

Mat 403

4 Cols. x 82 Lines—328 Lines

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**Frank Sinatra
Laurence Harvey
Janet Leigh**

The Manchurian Candidate



co-starring
Angela Lansbury Henry Silva James Gregory
Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER Screenplay by GEORGE AXELROD
Based upon a Novel by RICHARD CONDON Executive Producer HOWARD W. KOCH An M.C. PRODUCTION RELEASED THRU UNITED ARTISTS

THEATRE

See Insert For
Adapting "Feature
Times" Copy

5 Cols. x 128 Lines—640 Lines

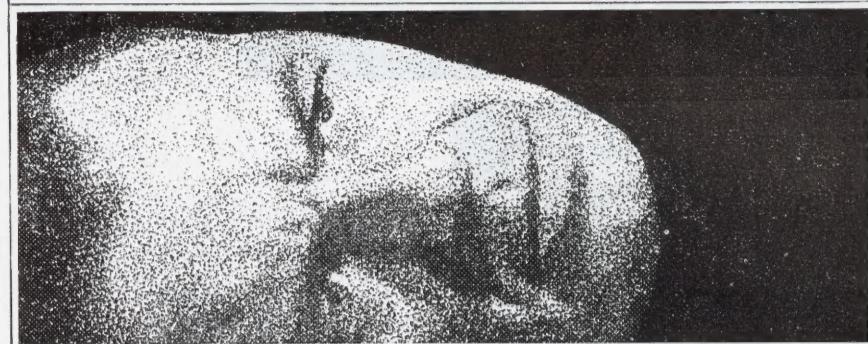
Mat 501

ORDER AD MATS FROM
NATIONAL SCREEN EXCHANGE

3 Cols. x 62 Lines—186 Lines

Mat 302

Frank
Sinatra
Laurence
Harvey
Janet
Leigh



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anything
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Frank Sinatra
Laurence Harvey
Janet Leigh

The
Manchurian
Candidate



co-starring
Angela Lansbury
Henry Silva
James Gregory

Produced by
GEORGE AXELROD and JOHN FRANKENHEIMER JOHN FRANKENHEIMER GEORGE AXELROD RICHARD CONDON HOWARD W. KOCH
An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

Directed by

Screenplay by

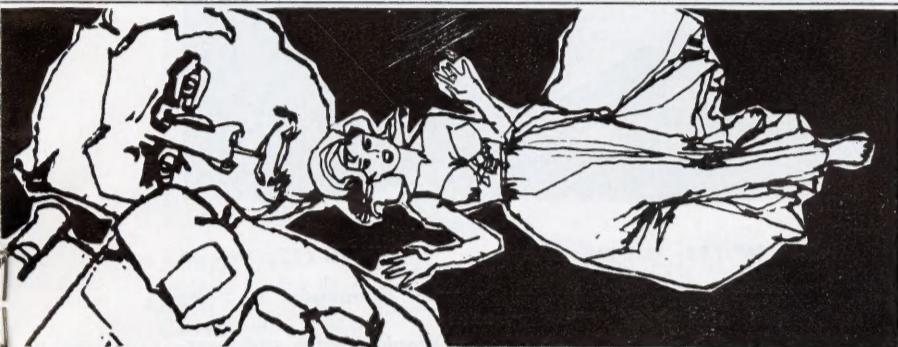
Based upon a Novel by

Executive Producer

THEATRE

The Manchurian Candidate

co-starring
Angela
Lansbury
Henry
Silva
James
Gregory



Produced by
GEORGE AXELROD
and
JOHN FRANKENHEIMER
Directed by
JOHN FRANKENHEIMER
Screenplay by
GEORGE AXELROD
Based upon a Novel by
RICHARD CONDON
Executive Producer
HOWARD W. KOCH
An M. C. PRODUCTION
RELEASED THRU UNITED ARTISTS

Mat 301

See Insert For
Adapting "Feature
Times" Copy

THEATRE

3 Cols. x 300 Lines—900 Lines

Frank Sinatra
Laurence Harvey
Janet Leigh
The Manchurian Candidate
RELEASED THRU UNITED ARTISTS



2 Cols. x 14 Lines—28 Lines

Mat 201

**WHO
IS
THE
POWER
BEHIND
THE
MANCHURIAN
CANDIDATE?**



FRANK SINATRA? LAURENCE HARVEY? JANET LEIGH? QUEEN OF DIAMONDS?

FRANK SINATRA LAURENCE HARVEY JANET LEIGH in
"THE MANCHURIAN CANDIDATE" co-starring ANGELA LANSBURY
HENRY SILVA JAMES GREGORY Produced by GEORGE AXELROD and JOHN FRANKENHEIMER
Directed by JOHN FRANKENHEIMER Screenplay by GEORGE AXELROD Based upon a Novel
by RICHARD CONDON Executive Producer HOWARD W. KOCH An M. C. PRODUCTION
RELEASED THRU UNITED ARTISTS

THEATRE

2 Cols. x 90 Lines—180 Lines

Mat 206

◀ FOR TEASER, TOO!

This Ad may also be used as a teaser ad in advance of regular campaign, on or off amusement page.

Frank Sinatra
Laurence Harvey
Janet Leigh
The Manchurian Candidate
RELEASED THRU UNITED ARTISTS



1 Col. x 14 Lines Mat 101

All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America. All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., N. Y. 36, N. Y.



REMEMBER!

THE ADS ALONE DO NOT MAKE UP THE ENTIRE CAMPAIGN

You have just finished looking through the Advertising Section of this pressbook. Once again, we want to emphasize that the ad campaign alone, as forceful as it is, should not be judged by itself. You must see the trailers (Teaser and Regular), look at the TV Spots, listen to the Radio Spots, and use the lobby and accessory material. Then, you will get the concept of a dynamic unity that the WHOLE campaign puts across, and we are sure you will use all the elements to get its full selling potential.

Publicity

Material

'The Manchurian Candidate' Stars Sinatra, Harvey, Leigh

(General Advance)

"The Manchurian Candidate," starring Frank Sinatra, Laurence Harvey and Janet Leigh, opens at the Theatre, through United Artists release. Written for the screen by George Axelrod (who co-produced with director John Frankenheimer) the suspense drama is based upon the highly controversial novel by Richard Condon. Angela Lansbury, Henry Silva and James Gregory co-star in the exciting tale of Washington espionage and political intrigue.



Still MC-137 Mat 1A
James Gregory co-stars with Frank Sinatra, Laurence Harvey and Janet Leigh in "The Manchurian Candidate," opening at the Theatre, through United Artists release.

As in the book, the film chronicles the experiences of a heel (Harvey) whose Achilles heel is a personality weakness resulting from utter domination by his mother, Angela Lansbury. Returning from the Korean conflict a medal-of-honor winner, Harvey has no way of knowing that he is really a remote-controlled tool of the Communists who had captured him. It is Frank Sinatra who finally uncovers the terror and the national menace implicit in this one man, and who leads the chase to prevent disaster.

Beautiful Leslie Parish is featured in the large cast, which includes James Edwards, John McGiver and Madam Spivy. David Amram composed the thrilling musical score. Executive producer for M. C. Productions was Howard W. Koch.

Frank Sinatra 'Adopts' Children Of The World

On the theory that children belong to all of us, and that the future belongs to them, Frank Sinatra has "adopted" the children of the world. "The one thing that everyone in the world has regardless of nationality or politics, is a love for children," says Sinatra.

Currently starring with Laurence Harvey and Janet Leigh in "The Manchurian Candidate," a United Artists suspense drama opening at the Theatre, Sinatra recently returned from a much heralded world tour on behalf of underprivileged children. "I'm an over-privileged adult who wants to do something for under-privileged kids," a major national magazine quoted him. Visiting Japan, Hong Kong, Israel, Greece, Italy, Great Britain, France and Monaco, he played to royalty and chiefs of state, also insisting on doing performances which everybody could afford to attend, so that more people would be contributing to the children in their countries. He performed in stadiums, a two thousand year old amphitheatre, nightclubs, on farms, in border settlements, in music halls and on the streets. All of it was done at his own expense (including transportation and hotels for musicians and assistants).

What first interested Sinatra in helping under-privileged children was his 1961 visit to Mexico City, to raise money on behalf of the National Rehabilitation Institute. He repeated his Mexican visit, with equal success, a year later and extended it to more benefits, including one for a children's hospital in Acapulco.

Charity, however, began at home for Frank. The number of benefits he has done for children in America are countless ... but not thankless.



Still MC-152

Frank Sinatra and Janet Leigh find time for love in the suspense drama "The Manchurian Candidate," opening at the Theatre, through United Artists release. Laurence Harvey co-stars.

Mysterious Card In 'Manchurian Candidate'



Famous Writer And Director Produce Sinatra Thriller

(Advance Production Feature)

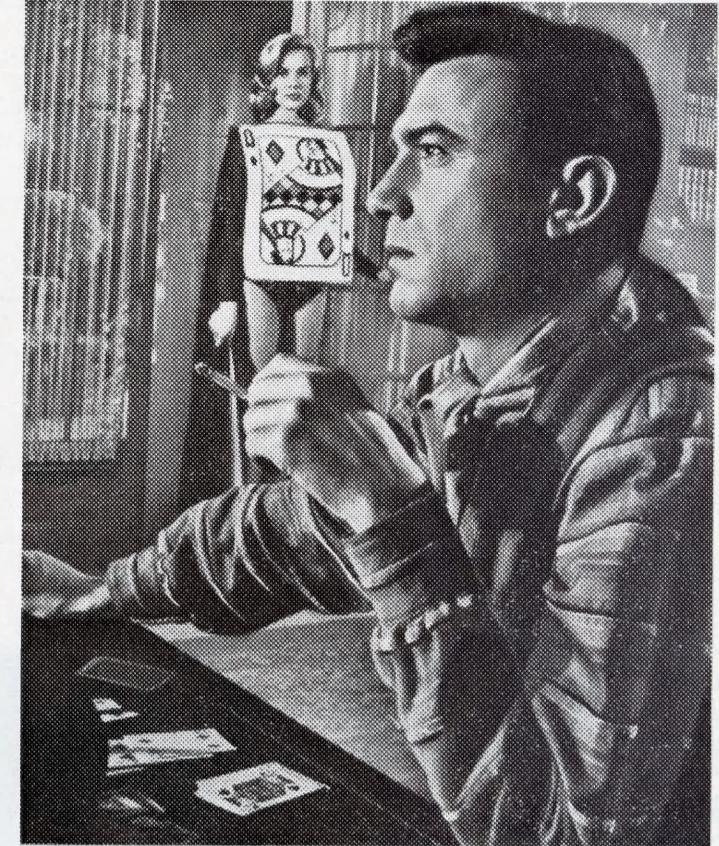
"The Manchurian Candidate" has finally been produced as a screenplay. Shortly after Richard Condon's highly controversial novel was published, many of Hollywood's top actors, including Frank Sinatra, sought it as a vehicle to star themselves. The big drawback was how to adapt it to the screen. Finally, George Axelrod, hit play and screen writer, got together with five-time TV Emmy Award nominee and film director John Frankenheimer and bought the property for co-production. Two years later, when the script finally suited them, they took it to Frank Sinatra. He finished reading it at three o'clock in the morning and, typically, called Axelrod at once. "Your script's a gas," he told the sleepy writer. "Let's do it."

To co-star with Sinatra, the newly formed M. C. Productions (for "Manchurian Candidate" of course) signed Laurence Harvey and Janet Leigh. Angela Lansbury won the coveted role of the controversial mother. Thirty-eight sets were constructed on two sound stages for interior shots, made in Hollywood. Cast and crew several times left the film capital, however, for location shooting in and around Los Angeles and New York where scenes were filmed in Madison Square Garden, Central Park, in and outside of Jilly's famed show-business bar on West 52nd St. Temperatures ranged from 16 to 28 degrees and one sequence required Laurence Harvey to jump into the Central Park lake. No double could be used. Two dozen metropolitan reporters and photographers were on hand to witness the event and twenty-three insisted he was out of his mind. Harvey himself, teeth chattering, claimed he could not understand why so many people were so interested in seeing him go jump in the lake!

For another sequence, Sinatra and Henry Silva, who plays a Korean Communist agent, spent weeks taking Karate lessons. Experts repeatedly went over the set with the actors and director, charting every move so that this ancient form of mayhem would appear convincing. It did. Sinatra sprained his right hand when he slammed the edge of it into a table, splintering it (the table, not the hand).

Wrong Chop

Frank Sinatra's Karate fight scene with Henry Silva in "The Manchurian Candidate," a United Artists suspense drama, starring Sinatra, Laurence Harvey and Janet Leigh, opening at the Theatre, almost cost him a broken hand. After practicing the ancient Japanese form of mayhem for weeks, he could split a piece of wood with a chop of his hand. During one take, however, the table he chopped didn't break and he suffered a bruised hand.



Still MC-133; Mat 2C

What strange significance has the Queen of Diamonds? In "The Manchurian Candidate," opening at the Theatre, through United Artists release, Frank Sinatra and Laurence Harvey find its bizarre influence the key to the fantastic adventure in which they are both involved. Janet Leigh also stars in the exciting filmization of Richard Condon's controversial novel. The pretty girl behind the queen, above, is Leslie Parish.

Laurence Harvey American Again In 'The Manchurian Candidate'

Hollywood had virtually made Lithuanian born, South Africa raised actor Laurence Harvey an American citizen. He was a Carolinian in "The Alamo," a Texan in "A Walk on the Wild Side," a southerner again in "Summer and Smoke," and in "The Manchurian Candidate" he is a Bostonian. Because of Harvey's long residence in England and the many movies he made there, including "Romeo and Juliet" and "Room at the Top" most Americans think he is British born. For his sensational performance in "Room" he was nominated for an Academy Award as Best Male star of 1959, and his role in "The Manchurian Candidate" may win him this year's Oscar. In the suspense drama, opening at the Theatre, through United Artists release, Harvey co-stars with Frank Sinatra and Janet Leigh.

In the suspense drama *Rosie* is Frank Sinatra's girl-friend ... a flip and tender sophisticate. "They're in love. Not falling-all-over-each-other love," Janet says. "I mean, they're old enough to know how to share the knowledge of their love. Everything they do is intimate. Frank and I play one six-minute sequence on a train, talking about Chinese railroad workers, college towns and girls' camps in Maine. But, you know we're getting off that train together. No kissing, no biting, no hair-pulling. Cast a younger girl in a part like that and it would just look silly."

"Another reason I'll be getting more romantic roles," Janet added, "is this: consider who the romantic stars are today. Frank is 47, Laurence Harvey is in his late thirties, Kirk Douglas is 46, Bill Holden 44; so is Glenn Ford. And Cary Grant, bless him, he's 58! All those years add up to a lot of sex appeal. Ask the fans. Those boys need mature leading ladies. And, boys, I'm 34!"



Still MC-131

Angela Lansbury co-stars as Laurence Harvey's mother in "The Manchurian Candidate," opening at the Theatre, through United Artists release. Frank Sinatra and Janet Leigh also star in the suspense drama.

Silva Strikes Gold Playing 'Heavy' In Films

Henry Silva must be out for Frank Sinatra's scalp. He almost got it in "Sergeants 3" (he was the Bad Indian) and he's the bad guy once more in "The Manchurian Candidate," again out to get Sinatra, who stars with Laurence Harvey and Janet Leigh in the suspense drama. "The Manchurian Candidate" opens at the Theatre, through United Artists release.

This marks the third film in which Silva has co-starred with Sinatra. The first was "Ocean's 11," in which he was also a "heavy." In fact, Silva doesn't seem to be able to do anything right on screen. His classic portrayal of the narcotics pusher, *Mother*, in "Hatful of Rain" first introduced him to movie audiences, and a national magazine commented that he had succeeded in making "mother" a dirty word. He helps to do it again in "The Manchurian Candidate" in which Angela Lansbury portrays the kind of mother that would warm the cockles of Philip Wylie's heart!

Strangely, Silva began his acting career in comedy roles, on the stage in "John Loves Mary" and "Three Men on a Horse." Subsequent training at the famed Actors Studio brought him to Broadway, network TV and success in Hollywood.



Still MC-129 Mat 1B
Lovely Leslie Parrish is featured in "The Manchurian Candidate," opening at the Theatre. Frank Sinatra, Laurence Harvey and Janet Leigh co-star in the United Artists release.

There's More Than One Frank Sinatra

Which Frank Sinatra do you know . . . the singer, actor, businessman (he owns real-estate, record and motion picture companies) or humanitarian? During the past year, this apparently tireless phenomenon has concluded a world tour to raise money for orphaned children of all countries, closed several property deals, produced a couple of movies and cut a few record albums. You'll see him next starring in "The Manchurian Candidate" which opens at the Theatre, through United Artists. Laurence Harvey and Janet Leigh co-star.

Since his stints with Harry James and Tommy Dorsey, "The Voice" has travelled a long road. In Hollywood, after a series of successful musicals, he began to seek—and find—off-beat roles. First of these was in "Miracle of the Bells," in which he played a priest. Later, he won his second Academy Award for a straight dramatic role in "From Here To Eternity." Other non-singing parts followed, including "The Man With The Golden Arm," "Kings Go Forth" and "Some Came Running." Recently he was one of the "Sergeants" in "Sergeants 3" and before that he made "Ocean's 11," both with a few personal friends. He has three more coming up, if his producer can pin him down. It shouldn't be too hard: he's the producer!

Jump In Lake

Director John Frankenheimer told Laurence Harvey to "go jump in the lake," during filming in New York of "The Manchurian Candidate" - and the star did it! It was mid-winter and the Central Park boathouse thermometer read 16° above zero. Ice had to be chopped away from the summer fun-spot, and jumping into the freezing water was certainly no fun for the obliging actor. But a vital scene in the suspense drama, which opens . . . at the . . . Theatre, through United Artists release, called for it. Further,

Frankenheimer wanted close-ups, so Harvey couldn't use a double. Into the lake he went, for the sake of art, watched by co-stars Frank Sinatra and Janet Leigh. Harvey changed clothes in the boat-house and rushed back to his hotel for a hot bath (and toddy). "Too bad," he muttered, "the script didn't call for me to '...go fly a kite' instead..."

Axelrod And Frankenheimer Make 'Candidate'

Hollywood's most dynamic director has teamed with one of its most prolific writers to produce the hottest movie of the year. "The Manchurian Candidate" stars Frank Sinatra, Laurence Harvey and Janet Leigh and opens at the Theatre, through United Artists release. It's the slam-bang suspense yarn first seen as a controversial novel by Richard Condon and it deals with murder, treason, love and war . . . among other volatile elements.

Young John Frankenheimer, who first burned up the television medium and wrapped up practically every award and nomination for five years running, went west to Hollywood to direct "The Young Stranger," in 1956, came east in 1961 to direct Burt Lancaster in "The Young Savages." He and Lancaster worked together again in "Bird Man of Alcatraz" and Frankenheimer first directed Angela Lansbury in her superb "mother" characterization in "All Fall Down." In "The Manchurian Candidate," she is cast as another, even more incredible "mother" under Frankenheimer's direction. This time, he is also the producer.

His partner in M. C. Productions is a multi-talented whirlwind named George Axelrod, who began his career as an actor, switched to radio-writing, became one of the most active gag-writers in both radio and TV, published novels and short stories, collaborated on a night-club musical comedy and finally took a swing at the legitimate stage. His

Sinatra's Wildest Fight—KARATE!



FOUR-COLUMN MAT
CONTAINS ART ONLY

Angela Lansbury Plays Mother In "The Manchurian Candidate"

Twice nominated for the Academy Award, Angela Lansbury may catch the elusive "Oscar" this year for her remarkable portrayal of the mother in "The Manchurian Candidate," opening at the Theatre. Miss Lansbury co-stars with Frank Sinatra, Laurence Harvey and Janet Leigh in the suspense drama, released through United Artists.

This film does not mark the first time the English born actress has played the role of a woman older than her actual age. Indeed, she began her career in show-business doing imitations of Beatrice Lillie in a Montreal night-club before she was legally old enough to be in the club at all . . . and she was initially turned down for her role in "The Picture of Dorian Gray" because she was too young. However, after being nominated for her first Academy Award ("Gaslight") Angela was given the Dorian Gray role after all, another Oscar nomination for it . . . and a long-term contract.

In 1951, after "State of the Union," Angela began free-lancing. Her recent films have been "Mutiny," "Reluctant Debutante" and "Summer of the 17th Doll." Her first association with director John Frankenheimer was on "All Fall Down" and they worked together again on "The Manchurian Candidate," in which Miss Lansbury once more plays a neurotic mother . . . this time one who dominates both her war hero son and Senator husband.

Angela has also appeared frequently on television, filling important assignments on many of the top programs, including "Playhouse 90," "Studio One" and "Kraft Theatre." In 1949 she married and took time from her show business careers to start another: *mother*. "Not the kind of mother," she hastily explains, "I portrayed in "All Fall Down" and "The Manchurian Candidate!"

Leslie Parrish In New Suspense Film

Leslie Parrish trained to become a concert pianist, but producers never ask her to play the piano on screen. "They say I'm not the type," says the beautiful blond, now playing the romantic lead opposite Laurence Harvey in "The Manchurian Candidate," which co-stars Harvey with Frank Sinatra and Janet Leigh. The United Artists release opens . . . at the Theatre.

Leslie earned money for her music lessons by modeling, but riding in New York's Thanksgiving Day Parade in a flimsy gown brought her pneumonia . . . and she never returned to that career. However, a photo which had been sent out by the agency resulted in NBC hiring her as its Color Television Girl. She lost this job to a peacock.

A screen test followed and after many small roles she won the plum part of Daisy Mae in "Li'l Abner." Since then she has constantly been acting. Altogether she has made 12 movies and countless television films . . . but she's never played piano in any of them.



(Use of this art restricted to publicity only. Use in paid advertising is forbidden)

Here's how cartoonist Al Hirschfeld remembers "The Manchurian Candidate," suspense drama opening at the Theatre, through United Artists release. Laurence Harvey is dealing the fateful Queen of Diamonds as Frank Sinatra and Janet Leigh look on. Behind them, amidst the montage of war, murder, treason, hypnotism and a presidential election are James Gregory, Leslie Parish and Angela Lansbury.

Exploitation

Campaign

Election Day And Night Advertising Makes Pre-Sell History!!!

ABC-TV Network Coverage

On Election Night several million persons heard about a new candidate — "The Manchurian Candidate" — over the ABC-TV Network. As the family watched the returns roll in on TV, they were told about it frequently during the night and early morning hours with a specially prepared trailer starring Frank Sinatra.

Hearst Full Pages



Concurrent with these TV trailers, the Hearst newspapers (12 of them in 9 cities with a circulation of more than thirty-seven million) carried full-page inserts on Election Day, of the ad illustrated above. This great campaign was augmented by the distribution of election posters carrying the same message as the ad, and buttons which were given out at busy sections around town.

Don't let the hullabaloo created in this campaign die down. Keep it snow-balling with the stunts, tie-ups, contests suggested here.

FREE TEASER TRAILER

A specially prepared, hard-hitting teaser-trailer is available FREE from National Screen. In addition to filmed action and music, it uses the copy lines: "IF YOU COME IN FIVE MINUTES AFTER THIS PICTURE BEGINS, YOU WON'T KNOW WHAT IT'S ALL ABOUT!" followed by: "AFTER YOU'VE SEEN IT ALL, YOU'LL SWEAR THERE'S NEVER BEEN ANYTHING LIKE IT!" This copy is carried over into the regular trailer, newspaper campaign, posters and lobbies and in the radio spots. It is the selling angle which will lift "THE MANCHURIAN CANDIDATE" to unprecedented business.

Because this trailer is just one minute long, it is ideal for use as a 60-second television trailer. In your theatre (cross-plug wherever you can) it can be used twice with each show, because of its brevity. It is a unique selling tool, a key element in our pre-selling campaign. Order prints early and use them often. Call your local National Screen Exchange now.

REGULAR THEATRE TRAILER

Built on the same copy angle and unlike other trailers, this one leads up to a local tag, setting audiences up for a slide showing your feature starting times. Run the trailer when you get it, so you will know how it works, then make the slide and give it to your projectionist with instructions for its use.

Use Special 40x60 Poster in Lobby And Out Front To Sell Suspense!

It Is the Pay-Off Piece Of Your 'Feature-Time' Campaign

This poster will bring the entire national campaign right to your door. All advertising and promotion—in all media—is geared to the angle that "IF YOU COME IN FIVE MINUTES AFTER THIS PICTURE BEGINS, YOU WON'T KNOW WHAT IT'S ALL ABOUT!". Pinpoint the campaign at your theatre with this poster, listing the starting times of the movie. Then, you can follow through with a local campaign, as outlined on page 2 of this press-book.

The illustration at right shows how the poster looks framed . . . but it comes to you WITHOUT the starting times, so you can snipe your own schedule to it. It is 40 x 60, fitting standard frames, and is printed in red and black.

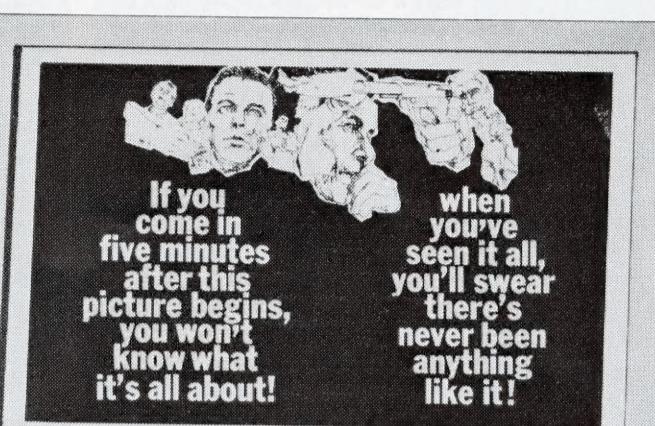
Do not confuse this poster with the regular National Screen "specialties"—which are also available in the usual way.

When requesting THIS poster, ask for the "Feature Times 40 x 60." It will be sold to you, outright, for \$2.50. Order several if you are able to crossplug around town.

Order

"FEATURE TIMES 40 x 60"
by name from
National Screen Exchange

PRICE: \$2.50



Feature goes on at:

11:10 AM | 6:15 PM
1:31 PM | 8:36 PM
3:52 PM | 10:57 PM



500,000 First Printing of Signet Paperback Movie Edition



A record 500,000 first printing of the motion picture edition of Richard Condon's best selling novel "The Manchurian Candidate" is on the stands. It sports a multi-colored cover, with the movie logo (campaign button) and a still from the film. (See illustration.) RACK CARDS have been mailed to local distributors, with special bulletins advising them to cooperate with any movie tie-in, so contact your Signet dealer and start early to set an around-the-town campaign to read-the-book-see-the-picture.

The rack cards have space for sniping your theatre and playdate. Work with the distributor to get these cards up at points-of-sale and in windows wherever the books are sold: bookstores, chain stores, drug stores, newsstands and all other outlets. Banner the delivery trucks with 1-sheet and other poster material. Promote copies of the book for prizes in contests, on page 11, and as special giveaways and lobby displays. Combine them with the record promo below wherever outlets sell both items. Add to lobby and window displays by blowing up pages from the book and matching them with key scenes from the film.

For further information contact: Jay Tower, The New American Library, 501 Madison Ave., New York 22, N.Y.

Les Baxter Single Sparks Music Tie-In

Top pop recording artist Les Baxter has made a 45 rpm single for REPRISE RECORDS, titled THEME FROM 'THE MANCHURIAN CANDIDATE.' The flip side, MANCHURIAN BEAT, is not from the movie score, even though it sells the name. Promotion material on both the movie and record have been mailed to program directors across the country, but it's up to you to be sure the DJs have it, use it and plug your playdate with each play. Give them all local details and offer them contests or whatever other promotions they want, to keep "The Manchurian Candidate" in the public ear on the air . . . and in its eye when it plays your theatre.

- Contact your local REPRISE records distributor and work with him for air plays and for around-the-town displays in all record stores and music departments.
- Plan a joint campaign with record shops and book-sellers for a cross display in windows and at points of sale.
- Set up a juke box in your lobby to play the record. Play it during intermissions and before show time.

For further information contact Estelle Radin, REPRISE RECORDS, 8380 Melrose, Hollywood 69, California.



Set Sinatra 'Past Performance' Contest Based On Widely Varied Career of 'Candidate' Star

Here's a contest that you can offer to the papers to run one-a-day for a week. Promote prizes (books, records, guest tickets) for first 50 correct answers daily . . . Or print all seven questions each day for a week, with prizes for the most complete and correct lists of answers. On radio or TV, the questions are read as outlined below and your playdate plugged, of course. The words "Frank Sinatra" are as magic as *Abra Cadabra*, so you should find it easy to plant this contest.

Frank Sinatra's singer-actor career has developed, role by role, until now he has played an exceptionally varied catalogue of characterizations. How many of his movies can you identify from these descriptions of some of his parts?

1. Frank is in the Army again, for his role in "The Manchurian Candidate." He won his Academy Award for an earlier army role. Name it . . . and because this is so easy, name two more movies in which he was in army uniform. (Ans. "From Here To Eternity," "Kings Go Forth," "Some Came Running.")
2. In which picture was he in the Navy? (Ans. "Anchors Aweigh.")
3. In which movie was he a cowboy? (Ans. "Johnny Concho.")
4. In which movie did he play a doctor? (Ans. "Not As A Stranger.")
5. In which film did he portray a priest? (Ans. "Miracle of the Bells.")
6. In which movie was he a narcotics addict? (Ans. "The Man With The Golden Arm.")
7. In which film was he a professional baseball player? (Ans. "Take Me Out To The Ball Game.")

STREET BALLY: We always go easy on suggesting parades . . . but this picture is a natural for a good old fashioned torchlight parade, large or small. Both title and treatment of the campaign call for it, local entertainment and public officials will go for it . . . and it's a cinch to organize it. First, promote the use of a few open cars from an auto dealer (in return for fender or bumper banners saying "Cars Courtesy of Charlie's Chevy Agency"). Invite local personalities to ride in the cars, and put pretty girls up on the back seats. A fire department band, or one from a lodge or school sponsoring your opening (see if the Army will go along with you . . . Sinatra plays a major in the movie, and it's about Army Intelligence), can head the motorcade. Be sure to have majorettes twirling batons . . . wearing as little as the weather and the city ordinances will allow. Marchers carry signs, which you can make from the poster illustrated on page 10, reading DON'T VOTE FOR "THE MANCHURIAN CANDIDATE," SEE IT! This poster has been reproduced on a black and white glossy 8 x 10 still, suitable for enlarging to placard size. Order Still MC-EX-1 from National Screen Exchange. We'll leave the details of this stunt to you: you've done it before. ■ Keep in mind, also, the punch of a flat-bed truck for touring town the day before opening, decorated with the colorful movie posters, bunting and blowups of the art stills.

MERCHANT TIE-UPS can feature the "Feature Time" angle for store-wide promotions. For example, a special sale starts at certain specific times each day and lasts for an hour. Cooperating stores advertise starting times for their products the same way you advertise starting times for yours. Use this promo in store windows, all around shopping centers, wherever you set a merchandising tie-in . . . and in the stores' ads. ■ **RECORD DEPARTMENTS** are especially suitable for Sinatra displays. Be sure to take advantage of the special display material available for the Reprise Record described on page 10. ■ If you have any kind of local election, stores will be using election motifs in their windows and you can ride along with your campaign-type movie posting, using this copy: ELECT STACEY'S STORE FOR BEST BUYS. ELECT "THE MANCHURIAN CANDIDATE" FOR BEST ENTERTAINMENT. ■ **JEWELRY STORES, CLOCK DEPARTMENTS** of larger stores and other places where clocks and watches are displayed are naturals for tying in with the "Feature Time" promotion. Supply these merchants with movie material including the "Feature Time 40 x 60" offered on page 10. Incorporate this into a window display of time-pieces, each one set at one of your starting times.

KARATE is enjoying a spectacular popularity today and it provides a spectacular scene in the movie. There is a photo-feature story on page 9 which you can also use for display purposes . . . and you can tie-in with gymnasiums, Ys, Karate schools (it's a form of *jujitsu*) setting demonstrations either on TV or on your stage. Angle is This is how you can use Karate for defense . . . See how Frank Sinatra uses this ancient art of weaponless mayhem for offense, in "The Manchurian Candidate."

LOBBY EXCITEMENT can be generated (in addition to the use of posters, lobbies and art-stills) by making door panels from Ads 103, 104, 106 . . . and also 206, which makes an especially dramatic panel. The three star heads on still MC-ART-1 (right) and the campaign button logo on MC-ART-7 make effective "mobile" displays. Enlarge them, cut them out and hang them in your lobby, over the candy counter and wherever else patrons can see them . . . without reaching them.

RADIO, TV PANEL DISCUSSIONS can be set, if you have a local expert on "psychological conditioning." A psychiatrist, psychologist or representative of Army Intelligence will make a good "expert." In New York City we set a ten hour discussion on WOR Radio, resulting in hundreds of phone calls (and hundreds of plugs).

TELOP AND SLIDE

\$5.00 without theatre imprint

\$7.50 with imprint

\$2.00 for each additional slide or telop

(Theatre copy added locally can only be done on the Telop print.)

Frank Sinatra
Laurence Harvey
Janet Leigh

WBTW
Channel 8
Florence, S.C.

The Manchurian Candidate

Released thru
UNITED ARTISTS

YOUR THEATRE • STARTING DATE

This announcement comes as either a glass slide or a "telop" print. Check the form you prefer when ordering.

Order from: QQ TITLE CARD CO.
247 West 46 Street
New York 36, New York

FREE Radio Spots

It's important that you listen to these spots before planting them, for they are different, and you have a choice about how to use them. In various time-lengths, on one long-playing record, some sell the "First Five Minutes" FEATURE TIME promo used throughout the campaign.

Listeners are urged to call up and find out when the movie starts, and you can set this in one of two ways: Either use the theatre's phone number, or set an outside number (answering service) which you can use for the run of the attraction. Play all the spots when you get them, then decide which ones to use and HOW; you're the best judge of your own situation.

FREE Television Spots

There is one 60 second spot, one 20 and two 10s—all on 16 mm ready to run and all strong visual sell.

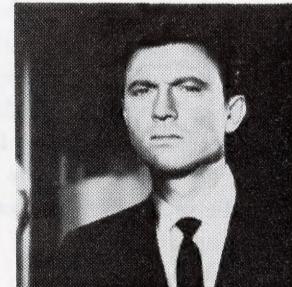
These records and spots will be shipped FREE while the supplies last. Please be sure to ask the stations to return this material to you when it is no longer needed. Then send it to your United Artists Exchange via the Film Delivery Service so it can be used with later playdates.

Order from: Exploitation Department, United Artists Corporation, 729 Seventh Ave., New York 19, N.Y.

ART STILLS



These art elements are all available as 8 x 10 Black & White stills, suitable for enlargement. Use them for lobby and theatrefront decoration, and with other promotions described on these pages.



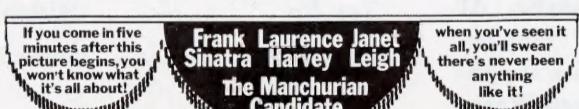
MC-ART-4

Order by number
from
**National
Screen
Exchange**



MC-ART-7

SATIN ACCESSORIES



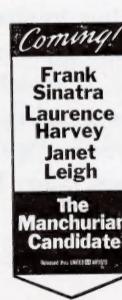
De Luxe Sectional Valance

Any length (minimum order 10 feet)
Running foot \$1.65



3-Piece Streamer

15 feet, strung together, in color
Complete Streamer \$16.50



9 x 12
Flag
single
Faced
\$60.00
Double
Faced
\$110.00
Ea., 40c



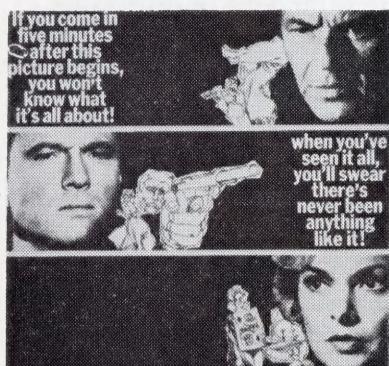
TO ORDER: The valance and ushers' badges should be ordered from **NATIONAL SCREEN EXCHANGE**. The flag is available from manufacturer: **NATIONAL FLAG & DISPLAY CO.**, 43 West 21st St., New York. In Canada, place orders with **THEATRE POSTER SERVICE**, 227 Victoria Street, Toronto.



MC-ART-7

Posters and

Accessories

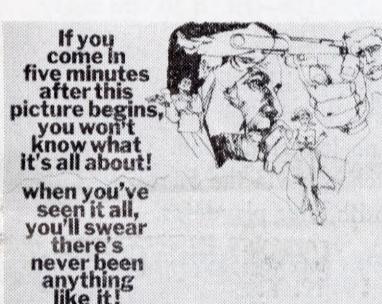


Frank Sinatra
Laurence Harvey
Janet Leigh



Angela Lansbury Henry Silva James Gregory
Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER
Screenplay by GEORGE AXELROD Based upon a Novel by RICHARD CONDON Executive Producer HOWARD W. KOCH An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

3 Sheet



Frank Sinatra
Laurence Harvey
Janet Leigh



Angela Lansbury Henry Silva James Gregory
Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER
Screenplay by GEORGE AXELROD Based upon a Novel by RICHARD CONDON Executive Producer HOWARD W. KOCH An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

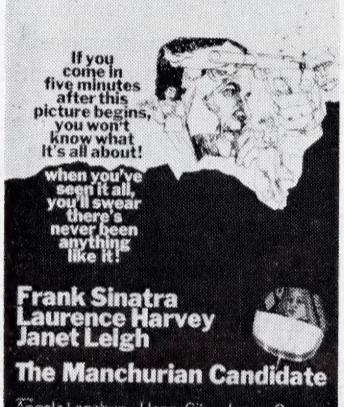
1-Sheet

Also Available

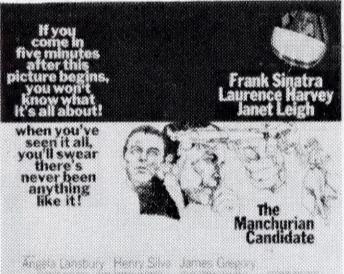
Set of Eight
11 x 14
Lobby Cards



Window Card



22 x 28 Lobby Card



14 x 36 Insert Card





co-starring
Angela Lansbury Henry Silva James Gregory

Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER
Screenplay by GEORGE AXELROD Based upon a Novel by RICHARD CONDON Executive Producer HOWARD W. KOCH An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

24-Sheet

**The
Manchurian
Candidate**



ORDER ALL ACCESSORIES FROM
NATIONAL SCREEN EXCHANGE

If you come in five minutes after this picture begins, you won't know what it's all about! when you've seen it all, you'll swear there's never been anything like it!

**The
Manchurian
Candidate**

Angela Lansbury Henry Silva James Gregory

Produced by GEORGE AXELROD and JOHN FRANKENHEIMER Directed by JOHN FRANKENHEIMER Screenplay by GEORGE AXELROD Based upon a Novel by RICHARD CONDON Executive Producer HOWARD W. KOCH An M. C. PRODUCTION RELEASED THRU UNITED ARTISTS

6-Sheet

Frank Sinatra
Laurence Harvey
Janet Leigh



Official Billing

FRANK SINATRA* 100%
LAURENCE HARVEY* 100%
JANET LEIGH* 100%

in

THE MANCHURIAN CANDIDATE

100%
co-starring

Angela Lansbury 75%
Henry Silva 75%
James Gregory 75%

Produced by George Axelrod and John Frankenheimer 35%

Directed by John Frankenheimer 35%
Screenplay by George Axelrod 35%

Based upon a Novel by Richard Condon 35%

Executive Producer Howard W. Koch 35%

An M. C. Production 15%

Released Thru United Artists 15%

The Story (Not For Publication)

An American Army Patrol led by Ben Marco (Frank Sinatra) and Raymond Shaw (Laurence Harvey) is captured by Communist troops in Korea and taken to Manchuria. They are cleverly "conditioned" by psychiatrist Yen Lo (Khigh Dhiegh) who makes them believe that they have taken part in a successful action against the Communists. As a test of their control, Harvey is made to kill two of his buddies, but he does not remember it, and later the others in his patrol support Sinatra's recommendation for the Congressional Medal of Honor for Harvey.

The "hero" is the son of a scheming woman who manipulates her husband's political career, (Angela Lansbury) and the stepson of an irresponsible and unethical senator, John Iselin (James Gregory). Sinatra, now a major in Army Intelligence, is troubled by nightmares about the killings and goes to visit Harvey, suspecting that something is amiss. At Harvey's apartment he is greeted by Chinjin (Henry Silva) the Korean "guide" who betrayed them. Silva is a Communist agent, acting as Harvey's houseboy. They have a rough-and-tumble Karate battle which sends Silva to the hospital and Sinatra to jail. When Washington clears him of assault charges, his new girl-friend, Rosie (Janet Leigh) takes him to her apartment.

Sinatra investigates further and finally discovers that Harvey is a tool of the communists. He is put in charge of a team to discover the identity of Harvey's American agent and the nature of the conspiracy. Harvey is made to commit more murders, none of which he remembers. Sinatra ultimately learns that the "key" to controlling Harvey is a playing card, the Queen of Diamonds, and with it he attempts to counteract the "control" on him.

The exciting climax takes place at a national political convention in Madison Square Garden, the event for which Harvey had been "created." By this time movie audiences know who the American Agent is, but suspense is doubly heightened because of the impending disaster. Can Sinatra stop it in time, when he doesn't even know what it is or who is behind it?

(Running Time: 126 Minutes)

* Must be on single line.

The Cast

Bennett Marco Frank Sinatra
Raymond Shaw Laurence Harvey
Rosie Janet Leigh
Raymond's mother Angela Lansbury
Chunjin Henry Silva
Senator John Iselin James Gregory
Jocie Jordon Leslie Parrish
Senator Thomas Jordon John McGiver
Yen Lo Khigh Dhiegh
Corporal Melvin James Edwards

The Staff

Executive Producer Howard W. Koch
Produced by George Axelrod and John Frankenheimer
Directed by John Frankenheimer
Screenplay by George Axelrod
Based upon a novel by Richard Condon
Music composed and conducted by David Amram
An M. C. Production
Released through United Artists

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Richard Koszarski.**



**WISCONSIN CENTER
FOR FILM & THEATER RESEARCH**

<http://wcftr.commarts.wisc.edu>



www.mediahistoryproject.org