



THE LION'S ROARMANSHIP

A METRO-
GOLDWYN-MAYER

PRESS BOOK

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HE SHOOTS WITCHES WITH SHOOTING STARS!

No feat, no wonder is impossible
for this boy of boys...as he
out-magics the evil
forces that threaten
his happy land!

"HE'D LEAP UPON
THE WIND AND
HITCH A RIDE!"

A WORLD
OF
MIRACLES!

"HE
COULD
RUN
STRAIGHT
UP A
MOUNTAIN!"

METRO-GOLDWYN-MAYER
presents

MAGIC BOY

in BIG SCREEN MAGICOLOR!

A TOEI
PRODUCTION

ASSOCIATE FEATURE

THEATRE

ANIMATED CARTOON HOLDS APPEAL FOR THE WHOLE FAMILY

Not all the stars of Hollywood are made of flesh and blood. Some are contrived of pen and ink, brush and paint, prior to going into action in imaginative, humorous and often heroic adventures when they are transferred to celluloid.

They are the stars of the screen's animated cartoons, which have captivated audiences the world over and have proved among the motion picture industry's most enduring and profitable ventures.

Not only the tots but the grownups who bring them to the movie theatres have found delight in such feature-length cartoons as "Snow White and the Seven Dwarfs," "Pinocchio," "Bambi," "Cinderella," "Alice in Wonderland" and "The Snow Queen," as well as such junior subjects as Tom and Jerry, Mr. Magoo, Bugs Bunny and Mighty Mouse, to name but a few.

Latest to be added to the list of feature-length animated cartoons is "Magic Boy," new Metro-Goldwyn-Mayer release, in color, depicting the adventures of a boy who takes to magic like a duck to water.

What accounts for this devotion to an entertainment of fantasy and make-believe in an atomic age sometimes accused of being disinterested in anything not strictly down to earth?

Perhaps the primary reason is that animated cartoons speak a universal language. A babe in arms can enjoy the color and movement, the older child follows the story with understanding, the adult is taken back to his own childhood. Snow White is as familiar to a Frenchman, German, Spaniard or Indonesian as to a Yankee and in all probability even Mr. Khrushchev has heard of Pinocchio.

The return-to-childhood aspect undoubtedly plays an important role in the popularity of cartoons among adults. Who is the youngster that has not found a creative outlet and satisfaction in drawing pictures with crayon or chalk? In a highly sophisticated and skilled technical approach, the animated cartoon is made up of just such pictures. And the adult is given a sensory pleasure in this throw-back to his care-free childhood days.

Perhaps, in a final analysis, it is this "dream-wish," so happily fulfilled by the animated cartoon, that has given it so wide an appeal to movie patrons of all types and ages.

In the very beginning, when movies were in the nature of peep-hole entertainment, they were designed to lull the peeper away from reality. Later, when they were unspoiled in reels and were shown in film houses especially built for them, the illusion remained. All over the country sprung up theatres named "Dreamland."

It is the animated cartoon which has helped maintain this magic.

"Magic Boy" Holds Appeal For Both Young and Adult

A chase sequence in which a boy endowed with magic powers hunts down a wicked sorceress is a climactic excitement highlight of "Magic Boy," Metro - Goldwyn - Mayer's feature-length animated cartoon in Big Screen and Magicolor.

Both the boy and the sorceress use every magic weapon at their command in an attempt to emerge the victor in their conflict, and the resultant feats of legerdemain offer fascinating entertainment to both youngsters and adults.

IN DELIGHTFUL NEW CARTOON FEATURE



A boy is taught tricks of astounding magic by a learned hermit in "Magic Boy," Metro-Goldwyn-Mayer's fascinating feature-length animated cartoon, in Big Screen and Magicolor. Youngsters and adults alike will find enchanting entertainment in a story filled with adventure and excitement.

Still MB-19

Magic Boy Mat 2-C

"MAGIC BOY," NEW CARTOON FEATURE, HAS SCREENFUL OF "SCENE-STEALERS"

It is common knowledge that, next to babies, the most formidable "scene-stealers" in motion pictures are animals.

In the conventional film, the script writer occasionally writes in an irresistible kitten or tail-wagging mutt to give the picture's stars a run for their money. In the animated cartoons, the animal kingdom often takes over completely, with the result that you have such popular cartoon stars as Donald Duck, Bugs Bunny, Mighty Mouse, Barney Bear, Screwball Squirrel, Big Bad Wolf and Tom and Jerry, to name but a few.

Furred, finned and feathered film "actors" are also among the headliners in many feature-length animated cartoons. "Bambi," for example, built its entire story around the adventures of a fawn.

Now comes along a new feature-length animated cartoon in color, in which almost the entire cast is composed of "scene-stealers." It is Metro-Goldwyn-Mayer's "Magic Boy," unfolding an imaginative story of a boy who becomes a master of magic and who uses his feats of legerdemain in a series of exciting, action-filled adventures. Aiding him in his exploits, which take place largely against a background of mountain forests, are such denizens of the wilds as a bear, monkeys, rabbits, squirrels, a badger, a fawn and its mother, a variety of colorful birds and

fish, an eagle and even a swarm of bees.

More than 200,000 separate drawings were executed by the artists and animators of "Magic Boy" to create the animal members of the cast in a project which extended over a period of months. Each animal was assigned an individual personality at the very beginning and this personality was maintained throughout the action of the story.

Moreover, before a line or sketch was drawn on paper, the animators made frequent visits to a zoo to study the facial characterizations and body movements of their animal subjects at first hand in order to depict them accurately.

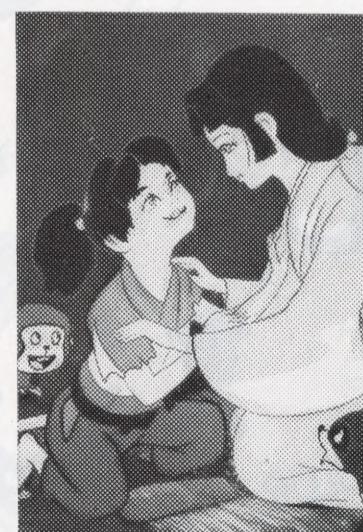
In such scenes in which the monkeys swing through treetops a la Tarzan, the artists were able to get their inspiration from observing the antics of the zoo's monkeys in their cages; on the other hand, a share of imagination was relied upon to depict them playing a game of baseball, one of the film's engaging sequences.

In the case of the fawn, there was no need to visit a zoo. In what may be cited as a record try for verisimilitude, the director of "Magic Boy" bred a fawn at his home and then kept it at the studio, where it became an ardent friend of the film's animators.

Color also played an important part in creating the "scene-stealers" of this cartoon. In scenes in which the animals are shown at play, the artists employed bright, happy hues; in contrast, drabber colors were used in the situations in which they are faced with difficulties and dangers.

One factor was stressed by the makers of "Magic Boy" in respect to the picture's animal stars. No attempt was made to personify them. One little rabbit in the story has a great sense of humor and laughs a great deal. But he laughs as a rabbit might laugh, not as a human being. The same applies to the other animals. The bear was left to be a genuine bear, the squirrels actual squirrels, the badger a badger, etc. They were not given any attributes of humans.

Which is perhaps why the collection of "scene-stealers" in "Magic Boy" is one of the most engaging and delightful ever brought together for an animated movie cartoon.



A little boy and his sister share thrilling adventures in a world of enchantment in "Magic Boy," MGM's fascinating feature-length animated cartoon in Big Screen and Magicolor. The new picture offers delightful entertainment to youngsters and adults alike.

Still MB-12 Magic Boy Mat 1-C

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.

"MAGIC BOY" FASCINATING FEATURE-LENGTH ANIMATED CARTOON IN COLOR

Marvels, Excitement And Laughter In Story Of Magic Adventures

An entertainment treat for youngsters and grownups alike, "Magic Boy" is one of the most delightful feature-length animated cartoons ever brought to the screen.

Unusual characters and settings, a story replete with excitement, adventure, magic marvels and daring deeds, as well as humorous incidents, a lifting background musical score and an imaginative use of color all combine to make this new Metro-Goldwyn-Mayer release a rewarding experience.

The story concerns a little boy and his sister, living a happy life in a mountainous country and surrounded by the animals of the forest, whom they have made their friends. Then comes danger in the form of an evil sorceress in command of an army of bandits who pillage the countryside and burn the villages.

The little boy, named Sasuke, resolved to vanquish this enemy, takes lessons in magic from an old hermit and becomes a master of legerdemain. The scenes in which he learns to hurl thunderbolts, to fly through the air, to defy the law of gravity in walking up terrifying mountain crags, to overpower the forces of fire and water and to perform other astounding feats of magic are among the picture's fascinating moments.

Now equipped to face the formidable sorceress, Sasuke joins forces with a nobleman of the region and becomes involved in a series of action-filled adventures in which he is given opportunity to make use of all his magic tricks. In the vivid climax, the forces of good and evil, as represented by Sasuke and the nobleman, and the wicked sorceress and her bandit cohorts, clash in a spectacular battle in which the latter go down to defeat.

The animal characters in "Magic Boy" are a delight in themselves, including a little fawn, which has a har-



One of the most appealing cartoon characters ever created is the hero of MGM's fascinating feature-length animated cartoon, "Magic Boy," in Big Screen and Magicolor. He shoots stars, hurls thunderbolts, creates hurricanes and performs many other amazing feats of legerdemain in a series of adventures offering magic entertainment to youngsters and adults alike.

Still MB-37 Magic Boy Mat 1-B

rowing experience when it is carried away by an eagle but is saved by Sasuke. There are also a frolicsome bear, monkeys who imitate Tarzan in their antics among the treetops, a squirrel, a badger and a variety of other representatives of the animal kingdom.

Forceful dramatic contrast is given to the animated cartoon in the scenes in which Sasuke is shown at play with these animal friends and the later sequences of his conflict with the evil enchantress in which both use their magic powers.

"Magic Boy" is a Toei Production for MGM release, in Big Screen and Magicolor.

BRIEF SUMMARY

Astonishing feats of magic are performed by the little hero of "Magic Boy," a fascinating feature-length animated cartoon in color, released by Metro-Goldwyn-Mayer.

The story concerns the adventures of a boy who undergoes a course in the arts of magic and learns to perform such amazing feats as flying through the air, hurling thunderbolts, and defy-



A scene from Metro-Goldwyn-Mayer's fascinating feature-length animated cartoon, "Magic Boy," in Big Screen and Magicolor. Youngsters and adults alike will find enchanting entertainment in this action-filled story of the adventures of a boy who becomes a master of magic marvels.

Still MB-48

Magic Boy Mat 2-A

"HE HURLS THUNDERBOLTS
WITH THE SPEED OF LIGHT..."



ASSOCIATE FEATURE / THEATRE

Ad No. 406—600 Lines (4 Cols. x 150 Lines)

A SIMPLY MARVELOUS MOTION PICTURE!



Ad No. 208—
100 Lines (2 Cols. x 50 Lines)



Ad No. 207—
100 Lines (2 Cols x 50 Lines)

EXPLOITATION



"MAGIC BOY" CONTEST

Through a local television show run a contest to find the local boy (and girl) whose "good deeds" have "worked magic." This could be a letter-writing contest in which contestants submit letters about themselves or a friend or relative. Limit entries to less than fifty words and offer a Savings Bond to the winner and guest tickets to MAGIC BOY to the ten runners-up.

MEMORY CONTEST

Here's a good yet simple contest for a television show; it can also be conducted in theatre lobby. Place a number of different items on a table: toys, sporting equipment, art supplies, coins, etc., and ask contestants to glance at the table for ten seconds and then try to identify the various items. To the winner a small cash prize. Guest tickets to the ten runners-up.

SPECIAL SCREENINGS

A series of special screenings of MAGIC BOY will really hypo word-of-mouth. A number of groups should be invited: a must for this film are the high school newspaper editors, best shown the picture on a Saturday morning; newspaper editors, columnists, disc jockeys, program directors, etc., should be invited to attend with their children; if there is a local magic boy club or society invite its members to see MAGIC BOY, requesting that a couple of them put on a brief display of their abilities or give a short talk; art teachers and students.

MAGIC BOY BALLOONS

Decorate your theatre front and lobby with colorful balloons. Have them imprinted locally with MAGIC BOY and use them as giveaways to first 100 patrons on opening day. Also release a quantity of gas-filled balloons with card attached reading: "Free Admission to Children Under 12 When Accompanied By Adult."

BOY MAGICIAN CONTEST

Here is a contest idea that should provide a local television program with an entertaining show. Get them to sponsor a contest for youthful magicians—boys or girls. Tie-in with local novelty and magic shops with suitable prizes to the winner. If there is a magic club or society in your town, a full-membership therein would be an outstanding prize for the winner. Enlist the members of the magic society as judges.

DRAWING CONTEST

Tie-in with an art supply shop and a local TV show and ask youngsters to submit likenesses of the hero of MAGIC BOY. These can be either simple line drawings or paintings according to the individual contestant. Prizes should be art supplies to the top three submissions with guest tickets to the runners-up.

COLORING CONTEST

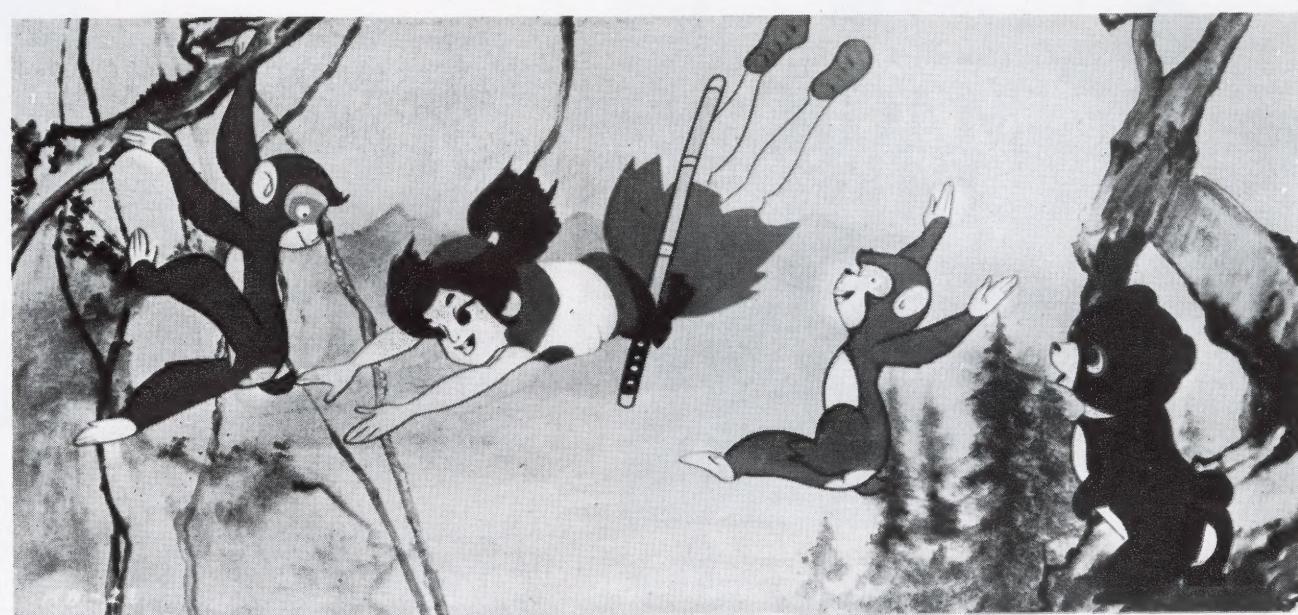
This delightful still projects much of the appeal of MAGIC BOY and can be readily used as a coloring contest, either in herald form or planted in local newspaper. Blow it up and use as an effective lobby board or out front. Use it as a bag-stuffer in

POSTER CONTEST

Approach local art schools to sponsor a poster contest selling MAGIC BOY. Invite teachers and students to see the picture at a special preview and then to submit their posters, the winning one to be incorporated into the local campaign. Tie-up also with art supply shops which would offer prizes to the entries as well as window displays utilizing stills from the film. Display entries in theatre lobby and lounges.

TV PHOTO CONTEST

Here's a chance for a TV show to determine their "mail pull." Request photographs of a boy or girl either wearing a "MAGIC BOY" costume of their own design or performing a feat of magic. The best picture to receive a complete magic set promoted from a local novelty shop and to appear on the program itself. Guest tickets to runners-up.



local supermarkets. Still another method would be to have it blown up and mounted and cut up as a jigsaw puzzle. Place the pieces on a table in your lobby and invite patrons to try and solve it. Guest tickets to those successful.

ORDER STILL NUMBER MB-22 FROM N.S.S.



Ad. No. 113—
40 Lines
(1 Col. x 40 Lines)

AMAZING!
ASTOUNDING!

...a thousand
sights
to delight
and excite
everyone!



THEATRE

Ad No. 110—
100 Lines
(1 Col. x 100 Lines)

"HE'D LEAP UPON THE WIND AND HITCH A RIDE..."

Marvels by the minute!
Thunderbolts...hurricanes
...shooting stars! All the
forces of nature are at
the beck and call of this
boy who battles the black
arts of a wicked villainess!



ASSOCIATE FEATURE

/ THEATRE

Ad No. 407—500 Lines (4 Cols. x 125 Lines)

RADIO ANNOUNCEMENTS

One-Minute Live Announcement No. 1

ANNOUNCER: MGM presents an amazing motion picture of sheer enchantment—MAGIC BOY!—a tremendously exciting all-new feature-length cartoon in magnificent color—MAGIC BOY! See a world of miracles... marvels by the minute... a thousand sights to delight you and excite you... No feat, no wonder, is impossible for MAGIC BOY—this boy of boys who blows up hurricanes—hurls thunderbolts—outmagics the evil forces that threaten his land! He can leap upon the wind and hitch a ride—shoot witches with shooting stars—run straight up a mountain side—No box of tricks ever brought forth such magic entertainment as this spellbinding cartoon produced in big-screen Magicolor! Here is an imaginative masterpiece you cannot miss—it casts its spell over youngsters and adults alike—MAGIC BOY—the most bewitching of film entertainment—See it starting (today).... at.... theater.

One-Minute Live Announcement No. 2

ANNOUNCER: No box of tricks ever brought forth such magic entertainment as the new spellbinding cartoon presented by MGM—MAGIC BOY!... MAGIC BOY—produced in Big Screen Magicolor! See marvels by the minute... wild hurricanes... shocking thunderbolts... shooting stars! Never has there been such sorcery on the screen! Definitely new—delightfully exciting—with a thousand

sights to delight and excite everyone—youngster or adult—MAGIC BOY—a terrific full-length, all-new feature cartoon... Surprise follows sensational surprise in MAGIC BOY... All the forces of nature are at his beck and call... No fabulous feats—or incredible wonders are impossible as he shoots at shooting stars... stirs up storms... fights a man's battle with a boy's magic! It's a simply marvelous motion picture which you cannot miss... Leap upon the wind and hitch a ride with him—Watch as he out-magics the evil forces that threaten his happy land—See—MAGIC BOY—an astounding experience—MAGIC BOY—Starting.... at.... theater.

35-Word Live Announcement No. 1

ANNOUNCER: MGM presents an amazing motion picture of sheer excitement—MAGIC BOY!—A tremendously exciting all-new feature-length cartoon in magnificent color—See marvels by the minute... a thousand sights to delight and excite you—See MAGIC BOY! Starting.... at.... theater.

35-Word Live Announcement No. 2

ANNOUNCER: No box of tricks ever brought forth such magic entertainment as MGM's new spellbinding cartoon—MAGIC BOY!... MAGIC BOY—produced in Big Screen Magicolor—Definitely new—delightfully exciting—See MAGIC BOY—Starting.... at.... theater.

HE SHOOTS WITCHES WITH SHOOTING STARS!

No feat, no wonder is impossible
for this boy of boys...as he
out-magics the evil
forces that threaten
his happy land!

"HE COULD RUN
STRAIGHT UP
A MOUNTAIN....."
Yes, and hurl
thunderbolts...
blow up a wild hurricane...
or shoot stars!
And he needed
all his tricks
to fight his
evil enemies!

"HE COULD RUN
STRAIGHT UP
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Yes, and hurl
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METRO-GOLDWYN-MAYER
presents

MAGIC BOY

AMAZING!
ASTOUNDING!
A THOUSAND SIGHTS
TO DELIGHT AND
EXCITE EVERYONE...

in BIG SCREEN MAGICOLOR!

A TOEI
PRODUCTION

ASSOCIATE FEATURE / THEATRE

Ad No. 307—336 Lines (3 Cols. x 112 Lines)



Ad No. 409—400 Lines (4 Cols. x 100 Lines)



ASSOCIATE FEATURE / THEATRE

Ad No. 307—336 Lines (3 Cols. x 112 Lines)

COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat



Ad No. 114—28 Lines
(1 Col. x 28 Lines)



Ad No. 211—28 Lines (2 Cols. x 14 Lines)

14 Lines (1 Col. x 14 Lines)



The young hero of "Magic Boy" climbs a precipitous mountain in one of his exciting adventures in Metro-Goldwyn-Mayer's fascinating feature-length animated cartoon in Big Screen and Magicolor. The new picture offers magic entertainment to youngsters and adults alike.

Mat 1-A



Ad No. 112—
50 Lines (1 Col. x 50 Lines)



Ad No. 210—56 Lines (2 Cols. x 28 Lines)



Ad No. 206—200 Lines (2 Cols. x 100 Lines)



The hero of MGM's new feature-length animated cartoon, "Magic Boy," flies through the air with the greatest of ease. This is only one of many marvels performed in the exciting adventures depicted in an action-filled picture, in Big Screen and Magicolor, which will enchant youngsters and adults alike.

Mat 2-B

**COMPOSITE AD AND
PUBLICITY MAT**

SPECIAL MAT NO. 1

Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices from NATIONAL SCREEN SERVICE



6 SHEET



3 SHEET



ONE SHEET

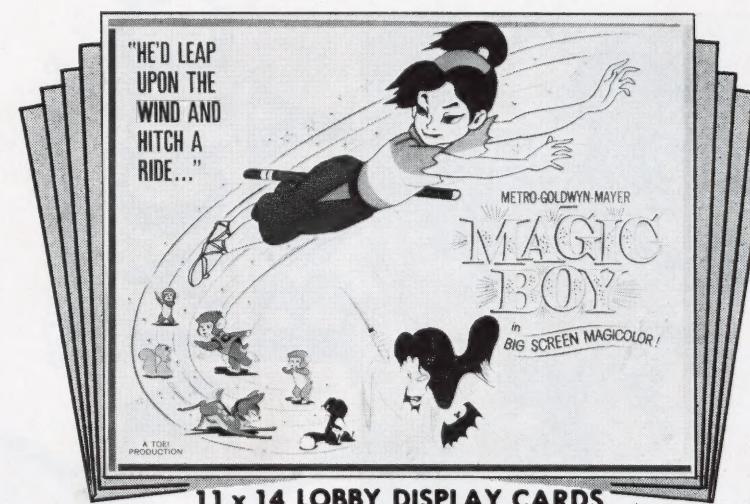
"B" SET SHOWMANSHIP PHOTOGRAPHIC PACKAGE

A practical black-and-white photo selection of material for advertising, exploitation, window tie-ups, lobbies—including a special selection of scene stills from the picture for newspaper and other publicity purposes.

All the stills are 8 x 10. Order in complete sets, or as many individual stills as required—from your local branch of

NATIONAL SCREEN SERVICE

POSTERS and LOBBY CARDS



11 x 14 LOBBY DISPLAY CARDS



22 x 28 CARD



14 x 22 WINDOW CARD



INSERT CARD

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