THE
ATOMIC
SUBMARINE

Here's Your OPENING DAY AD - Ad Mat No. 501 - 5 Col. x 90 Lines

"OUR FLEET OF ATOMIC SUBMARINES HAS DISAPPEARED!"

... The shocking news that flames tomorrow's war under the Arctic Sea!

COUNT DOWN for terror as U.S. Super Submarines face a ruthless power!

MEET the Unknown Enemy under the North Pole!
FIGHT in the Battle of Hell's Deep Freeze!
SAIL with the U.S.S. Tiger Shark, last hope of the nation!
DIVE in the first Depth Explorer!
FIRE the world's first underwater Ballistics Missile!

THE
ATOMIC
SUBMARINE

AN ALLIED ARTISTS PICTURE starring
ARTHUR FRANZ * DICK FORAN
BRETT HALSEY with ROBERT YOUNG
PAUL DUBOV * ROBERT STEELE * VICTOR VARconi
and TOM CONWAY as Sir Ian Hunt

YOU ARE THERE as the screen's spectacular inferno explodes under Polar Ice!

Produced By
Co-Producer
Associate Producer
Directed By
Written By

ALEX SARLOM - JACK HARR - IRVING BICK - HENRY SCHROEDER - DONALD H. HAMPTON - SPENCER G. CRANE - DONALD H. HAMPTON - DICK ANDE, IRVING BICK and LOS SHERRITT - ALEXANDER KLAUSFELD PRODUCTION

Your ALLIED ARTISTS Showmanship Campaign Book
"OUR FLEET OF ATOMIC SUBMARINES HAS DISAPPEARED!"

...The shocking news that flames tomorrow's war under the Arctic Sea!

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SAIL with the U.S.S. Tiger Shark, last hope of the nation!
DIVE in the first Depth Explorer!
FIRE the world's first Underwater Ballistics Missile!

THE ENEMY THAT DOOMS THE NATION LIES HIDDEN UNDER THE NORTH POLE!

YOU ARE THERE as the screen's spectacular inferno explodes under Polar Ice!
AT 1315 HOURS --- 87 DEGREES --- 10 NORTH LATITUDE ---

THE ENEMY THAT DOOMS THE NATION LIES HIDDEN UNDER THE NORTH POLE!

WATCH on the Visio Radioscope, the battle to save the world!

THE ATOMIC SUBMARINE

AN ALLIED ARTISTS PICTURE

DIVE in the Atomic Depth Explorer!

SAIL in the U.S.A.'s lost submarine!

Produced by

In Association With

Alex Gordon

Co-Producers

Jack Rabin

Associate Producer

Irving Block

Directed by

Henry Schrage

Starring

Arthur Franz - Dick Foran - Brett Halsey

Tomorrow's battle to save the world explodes under the Arctic ice!

Ad Mat No. 103

3 cols. x 3½" (49 Lines)

Ad Mat No. 302

3 cols. x 7½" (315 Lines)

Ad Mat No. 301

3 cols. x 3½" (147 Lines)
COMPLETE CAMPAIGN MAT

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!

ORDER "THE ATOMIC SUBMARINE" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

NOTE: Any of These Mats May Be Ordered Singly at the Regular Price. Order by Number Under the Cut.

WHEN U.S.A.'S KILLER SUBS FACE A RUTHLESS POWER UNDER THE ARCTIC ICE!

The Screen's Spectacular Inferno of the Battle for Civilization!

THE ATOMIC SUBMARINE

Starring
ARThUR FRANZ • DIck FORAN • BRETT HALSEY
with EX LANGERSON • Paul bAxton • Rob STEELE • Victor vAnCato
and Tom CennY as Sir lan roBt - AN ALLIED ARTISTS PICTURE

TOMORROW'S BATTLE TO SAVE THE WORLD EXPLODES UNDER THE ARCTIC ICE!

When U.S.A. Killer Subs Meet a Ruthless Power in the sty Depths of a Polar Sea!

THE ATOMIC SUBMARINE

Starring
ARThUR FRANZ • DIck FORAN • BRETT HALSEY - AN ALLIED ARTISTS PICTURE

TOMORROW'S WAR TO SAVE THE WORLD EXPLODES UNDER THE ARCTIC ICE!

The Enemy waits under the North Pole!

THE ATOMIC SUBMARINE

Starring
ARThUR FRANZ • DIck FORAN • BRETT HALSEY
with EX LANGERSON • Paul bAxton • Rob STEELE • Victor vAnCato
and Tom CennY as Sir lan roBt - AN ALLIED ARTISTS PICTURE

Ad Mat No. 205 2 cols. x 6 1/4" (175 Lines)

Ad Mat No. 202 2 cols. x 2 3/4" (43 Lines)

Ad Mat No. 101 1 col. x 1" (14 Lines)

Ad Mat No. 102 1 col. x 2" (28 Lines)
WAR UNDER ARCTIC ICE SHOWN IN "THE ATOMIC SUBMARINE"

(Advance)

What happens when an unknown, latest nuclear weapon goes on a rampage of death and destruction on American submarines and surface craft in the arctic seas, is dramatically pictured in Allied Artists' "The Atomic Submarine," scheduled to open at the Theatre, stars Frank, Fasan and Brett Halsey.

"The Atomic Submarine" is the movie screen's first big picture about atomic underwater craft, and it is a real thriller. The picture relates the story of the dangerous mission of the atomic sub, the Tiger Shark, as it is known, and, if possible, destroy the underwater weapon before it can be used for service. The mission has been assigned to a specially selected crew of four men, led by Chief Engineer Matthew Lanning, who has never been failed in any mission. A high-ranking body of the United States Navy, the mission is the most dangerous and the most exciting task that the crew has ever faced.

The picture opens with a scene of the submerging of the Tiger Shark to depths of 200 feet. The crew is seen working frantically to restore the sub and prepare it for the mission. The sub surfaces and the crew is seen working on the sub until it is ready to dive to the depths of the Arctic Ocean.

The mission begins with the submerging of the Tiger Shark to a depth of 2,000 feet. The crew is faced with the challenge of navigating through the treacherous ice fields of the Arctic. They use their knowledge of the ocean and their skills to maneuver the sub through the ice fields without making a sound. The crew is faced with the challenge of staying hidden from the enemy and avoiding detection.

The mission continues with the submerging of the Tiger Shark to a depth of 6,000 feet. The crew is faced with the challenge of navigating through the treacherous ice fields of the Arctic. They use their knowledge of the ocean and their skills to maneuver the sub through the ice fields without making a sound. The crew is faced with the challenge of staying hidden from the enemy and avoiding detection.

The mission concludes with the crew getting ready to launch the atomic weapon. They use their knowledge of the ocean and their skills to maneuver the sub to the target and successfully launch the weapon.

In summary, "The Atomic Submarine" is a thrilling picture about the dangers of atomic warfare in the Arctic. It is a movie that will keep you on the edge of your seat from start to finish.
The Full Line of
POSTERS and LOBBIES
is available through
NATIONAL SCREEN SERVICE

REVELL'S ATOMIC SUB MODELS GREAT
FOR CONTESTS, DISPLAYS, TIE-INS
100,000 Revell Dealers Alerted

NUCLEAR SUB
with POLARIS MISSILES | that actually FIRE!

Revell, Inc., world's greatest manufacturers of model kits, are extending, through their 100,000 retail outlets, full cooperation on a local level. Here's how to take advantage of their "Atomic Submarine" tie-ins:

Arrange with your local Revell dealers to sponsor a contest for boys between the ages of 8 and 13 for the nearest and best models made from Revell's two atomic subs, the Nautilus and the George Washington. Start your contest at least two weeks prior to opening to enable you to exhibit the winners in your lobby or a store window. Revell dealers will provide window space in which to display production stills and other advertising accessories. Get local U.S. Navy recruiters to act as judges. Latch on to any TV program or newspaper columns that have to do with hobbies. Revell will furnish, on request, colorful banners for lobby displays as well as stills for special newspaper publicity.

Revell has arranged a special discount price for exhibitors wishing to use their submarine model kits as prizes, not only for the contests but also for giveaways to youngsters at a special performance. The Nautilus, an 89c retail, can be bought for $4.89 per dozen, while the George Washington which sells for $1.98, can be bought for $10.80 per dozen. All orders must be accompanied by money order or check. All shipments will be made via Railway Express, COLLECT. The minimum order is one dozen. Shipments of dozens lots via express run from 65c to $1.25 per dozen, according to distance. Please order direct from REVELL PUBLIC RELATIONS DEPT., REVELL, INC., VENICE, CALIF.

Contestants should be required to send in, with their sub models, a brief essay of 50 words or less starting with — "I WANT TO SEE "ATOMIC SUBMARINE" BECAUSE..." . Award Revell kits to the winners and theatre passes to the runners-up.

RADIO TRANSCRIPTION

A radio transcription especially designed to fill theatre seats is available to you at no cost. The only stipulation required is that when ordering you advise us of your playdate so that we will know how to ship. The transcription contains radio spots with strong selling copy about the picture theme, one of the most dangerous missions ever undertaken by a submarine, atomic or otherwise. Recent surveys indicate that radio listening is at an all time high despite the inundation made by television. Radio is the only means by which you can reach the thousands or more auto radios, not forgetting the great amount of portables in use. Order radio spots from Allied Artists, 4278 Sunset Dr., Hollywood 27, Calif., or from 185 West 48th Street, New York 36, N. Y.

U.S. NAVY ANGLES

Create a Navy atmosphere in your lobby and on your theatre front by hanging Navy flags, pennants, etc. Dress up staff in Navy blues or whites. Invite local ex-submariners and frog-men and their wives and sweethearts on opening night. Make a special exhibit of the Revell model atomic submarines. If your theatre is near a Novell installation, see if you can get a color guard to appear on your stage.

U.S. ATOMIC SUBS IN SERVICE

Make up a special 40" x 60" listing all the U.S. atomic submarines now in service. Attract attention to the board by captioning it—THE U. S. ATOMIC SUBMARINE HONOR ROY. Most folks do not realize the number of subs involved.


"This atomic powered sub is fictional. It is the "star" of Allied Artists' "The Atomic Submarine," the very first story about our underwater fleet of atomic powered submarines.

"ATOMIC SUBMARINE" IS A FIRST

Many motion pictures have been made about the U. S. Submarine service, but Allied Artists' "The Atomic Submarine" is the very FIRST about the nuclear operated undersea craft. Be sure to stress this fact in all your publicity, advertising, and in your lobby.