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Print your HERALD locally

This large space newspaper ad lends itself to use for a HERALD as well.

ORDER ALL MATS BY NUMBER FROM NATIONAL SCREEN SERVICE.

THE BIG HANGOVER

It's love... and Elizabeth Taylor... that's got Van's head spinning...

That "Battleground" star... and the Girl of the Year!
A dream of a team... in a rollicking romantic comedy!

M-G-M's exciting story of today's youth!

VAN JOHNSON • ELIZABETH TAYLOR

THE BIG HANGOVER

with LEON AMES • FAY HOLDEN • PERCY WARAM•
SELENA ROYCE • GENE LOCKHART • EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA
A METRO-GOLDWYN-MAYER PICTURE

WHAT A STORY!
That handsome ex-G.I. almost loses his first job until the Boss' daughter discovers his secret weakness (FPL) and solves it, with lots of young ideas, young love and young fun!

AD MAT NO. 406

4 COLS. X 10 1/4" (600 LINES)
RUNNING TIME 82 MINUTES

HIGHLIGHTS

Stars, Romances and Novelty all add up to LAUGHS in M-G-M's "The Big Hangover," which comes to the screen this week as the biggest laugh hangover of the year.

The stars are Van Johnson, as a boy with a brain, and Elizabeth Taylor, as the boy's daughter - with the added bonus of having a dog who talks.

"The Big Hangover" is a triple-threat job on the part of Norman Krasna, producer, in directing and producing it. It is the new prize-winner by the brain of screen composers, who have written such hit songs as "Dear Ruth" and "John Loves Mary," and such screen successes as "The Devil and Miss Jones," "Purr" and the Academy Award-winning "Princess O'Rourke."

The role of the idealistic honor student with an allergy to alcohol is even funnier than Van Johnson's happy-go-lucky G.I. role in "Battle -ground," and comes on top of such of his other hits as "In the Good Old Summertime," "Mister Skeezix Was a Freshman" and "State of the Union."

Lovely Elizabeth Taylor comes to the new picture following her semicome back in "A Day With Johnny," "Julia Misbehaves" and "Conductors He Sees the Supporting arc are Leon Ames, Fay Holden, Perry Whyman, Selena Royle, Gene Lockhart and Edgar Buchanan.

As shooting alongside all the laugh potential, Tramp, the wonderful talking dog, Tramp earned his screen experience via the extra route, playing a second sidekick to Daisy and other famous film pup, in "The Big Hangover," he comes into his own with a role second only to the two stars.

Pigskin Stars New Actors

Bill Martin, famous for his con- tribution of two touchdowns in S.C.'s upset against the Fighting Irish, has been signed by the baller Joe Near have switched their talents to the screen.

Pigskin Stars New Actors

Bill Martin, famous for his contribution of two touchdowns in S.C.'s upset against the Fighting Irish, has been signed by the baller Joe Near have switched their talents to the screen.

Both appear in "The Big Hangover," M-G-M's novel comedy, starring Van Johnson and Elizabeth Taylor. In their new roles, the former pigskin stars enact young couples, and their marriage is the explanation of Johnson in the picture, which was written, directed and produced by Norman Krasna.

"The Big Hangover" has the "fall guy" in M-G-M's novel comedy, "The Big Hangover," now showing at the Theatre. In "The Big Hangover," Van, as a young law student who becomes tipsy at the mere whiff of spirits, has to take a couple of hard falls. One in particular, taking place at an alumni banquet, has all the characteristics of the screen's most famous tumbling Van practiced up on the falls under the tutelage of Skelton, who is rated a top "faller" by such experts as Ray Bolger and Leon Errol.

Elizabeth Taylor co-stars with Johnson in "The Big Hangover," which was written, directed and produced by Norman Krasna, brilliant writer of such stage-hits as "Dear Ruth" and "John Loves Mary," and such screen successes as "The Devil and Miss Jones" and the Academy Award-winning "Princess O'Rourke."

Featuring in the supporting cast are Leon Ames, Fay Holden, Perry Whyman, Selena Royle, Gene Lockhart and Edgar Buchanan.

Van Johnson and Elizabeth Taylor Share Love and Laughs in M-G-M's Hilarious "The Big Hangover"

(Prepared Review)

Van Johnson is an honor student whose chances of making good with a big law firm are impaired socially - by the fact that he once almost drowned in a monastery cell filled with century-old brambles. As a result, even one sniff of spirits sends him into an alcoholic spin. Elizabeth Taylor is the boss's daughter who is determined to cure Van of his curious malady. Mike is a dog - talk sets! Between the three of them, they make M-G-M's "The Big Hangover," currently showing at the Theatre, one of the most original and uproarious comedies to reach the screen in a long, long time.

"The Big Hangover" is Norman Krasna's triple-threat creation. He wrote it, directed it and produced it. And he has infused all three of these acts with a brilliance, originally inspired by "Princess O'Rourke," an extraordinary story not only completely believable but preposterous - funny, from the very opening sequence. The screen's most hilarious work of fiction. And the idealistic neophyte lawyer (again influenced by alcohol) denounces his superiors as hypocrites and resigns from an assured future to fight for the right of the humble. And Miss Taylor sticks to Van to the end because she is in no way going to become President of the United States.

Van Johnson and Elizabeth Taylor star in "The Big Hangover," which is a constantly diverting comedy. Johnson has a ball of a time in the scenes in which he tries to cure himself and is shown trying to experiment with a teaspoonful of alcohol. To complete the comedy, his dog is making wishwackers at him. He is only partially effective in the slapstick limerical moments when he attempts to outwit the world's worst foot soldier. The eye-filling Miss Taylor also has a rousing time as the amateur psychiatrist who tries to cure her tough case, and there are appealing performances on the part of Perry Whyman and Fay Holden as Van's father and mother, parents, Leon Ames as the honest aide to the man in the moon, Selena Royle and Edgar Buchanan as Van's batting stunt and stunt girls. Gene Lockhart as the law firm's counsel whose greatest delight is to get Van drunk. Then there is Mike, a tail-wagger of dubious Airdale ancestry, who is a scene-stealer if there ever was one. Just wait until you hear him talk!

We can safely predict that "The Big Hangover" will keep audiences laughing for months to come. Even Leo the Lion had to grin at this one.

Still 1470-16

The Big Hangover Music 2-C

An amiable Elizabeth Taylor finds her boy friend, Van Johnson, suffering under the delusion that his dog is talking to him. It's one of the uproarious scenes from "The Big Hangover," which teams the popular stars for the first time. Norman Krasna wrote, directed and produced the new M-G-M comedy, now showing at the Theatre.

MEET TRAMP, THE DOG WHO \"TALKS\"

Tramp, Hollywood's "Dog of Distinction" - and definitely no tramp with a good head for numbers of questionable antecedents - is a canine of unique ability. He talks!

Tramp also takes a bow-wow for the four-legged Cinderella story of the year. This six-year-old actor, whose toothless and Airdale ancestry can be detected even through his makeup, is a screen veteran of sixty films. Always, however, as an "extra."

For the first two-thirds of these six years, he has led a dog's life when it comes to tail-wagging with such kennel mates as Daisy, Skipper and Argie. Even his acquaintances in rival kennels felt themselves a bone or two above Tramp. His status as an extra cut him off from the society of Lassie, Astro and Rusty. He was even excluded from indulging in the fun of the "old days" when Rin-Tin-Tin and Buck had the last bark.

Then came the past. Today, Tramp not only shares honors with Van Johnson and Elizabeth Taylor in M-G-M's new comedy, "The Big Hangover," now showing at the Theatre, he even talks back to them!

It all started when Producer-director Norman Krasna found he needed a condiment for Van Johnson's tippy tirades in "The Big Hangover." The unusual story revolves around Van's predicament as the result of an experience in which he was almost drowned in a cistern. The experience leaves him with an allergy to anything alcoholic. A whiff of a three-percent beverage and he's off on a foot. Van convincing his weakness to the dog and the dog, like a true law firm's counsel, gives his advice.

Now it takes a pop with intelligence to talk back to a man. Krasna interviewed pedigreed dogs, mongrel mutts and kennel canines of all descriptions. In the back ground sat Tramp with his trainer, Jack Weatherwax, who brought him only for the ride. Unshod, Tramp edged forward. With his tail perked up, his ears and

FACE-FILLING

Elizabeth Taylor Essays Her First Sophisticated Comedy Role in M-G-M's "The Big Hangover," opening at the Theatre this week. Elizabeth plays an amateur psychiatrist who tries to cure Van Johnson of an unusual, but funny, allergy. It's the first time these two popular stars have appeared together.

Still 1470-19

The Big Hangover Mat 1-8

Eye-filling Elizabeth Taylor essays her first sophisticated comedy role in M-G-M's "The Big Hangover," opening at the Theatre this week. Elizabeth plays an amateur psychiatrist who tries to cure Van Johnson of an unusual, but funny, allergy. It's the first time these two popular stars have appeared together.
CAST
David Maldon... VAN JOHNSON
Mary Beleny... ELIZABETH TAYLOR
John Beleny... PERCY BARLOW
Murphy Acklett... FAY HOLDEN
Carl Belnap... LEON AMES
Uncle Fred Mahone... EDGAR BUCHANAN
Kate Mahone... SELENA ROYLE
Charles Parkford... GENE LOCKHART
Claire Belnap... ROSEMARY DE CAMP
Dr. Lee... PHILLIP AHN
William Chamberlain... GORDON RICHARDS
Mr. Bumby... MATT MOORE
Samuel C. Lang... PIERRE WATKIN
Steve Hughes... RUSSELL HICKS

CReditS
Written, Directed and Produced by NORMAN KRAVETZ; Director of Photography: GEORGE WAWRO; Art Directors: CEDRIC GIBSON and PETER L. ROGERS; Film Editor: FRED- RICK Y. SMITH; Musical Score: ADOLF DEUTSCH; Recording Super- visor: JACK BANDE; Costume Design: Decorations by EDWIN B. WELLS; Associate: HENRY W. GRACE; Special Effects: WALTER WOOD; Women's Costumes by HELEN RUTHERFORD; Make-Up Created by JACK DAWK

SYNOPSIS
(Not for Publication)
Upon his graduation from law school, David Johnson (Van John- son), top man in his class, is taken into the law firm of Belney, Evans and Hughes, one of the city's most distinguished law firms. His introduction is at an office birthday surprise party at the Belney office (Perry Warson). When the staff drink a toast to Belney, David immediately becomes the target of their distrust and is saved from disqualification by the intervention of Elizabeth Taylor (Elizabeth Taylor), the boss's daughter. Elizabeth is a modern woman, one of the most daring in the world of journalism and devotion to her father, (in the movie) is the world as Van Johnson's father, a fact in which he takes no more pride than in being known as the dean of New England plumbers.

Van Johnson—Chop Off the Old Block
Did you ever wonder what a movie star would be like if he wasn't a movie star? The answer, in the case of Van Johnson, cur- rently starring in the screen in MGM's new comedy, "The Big Hangover," is a seventy-seven-year-old man who has never been on a train in his life. He is Charles E. Johnson, affectionately known in Newport, Rhode Island, as "Charlie," and to the world as Van Johnson's father, a fact in which he takes no more pride than in being known as the dean of New England plumbers.

"Although Dad is three-thousand miles away, he is one of the strong- est influences in my life," says Van. "The love of home he instilled in me as a child still holds true. I'm never happier than when I can en- tertain a few friends in my own home. Dad is the same. In fact, he's so in love with home that he won't leave it in any way, even in his sleep."

Van recently visited his father in Newport, where they spent a lot of the time reminiscing around the kitchen and in the cellars where Dad still cooks. "I sent Dad a new stove, but he refuses to use it," says Van. "It's a joy to go back to the old kitchen, to work my way around it. Dad doesn't trust that new thing at all."

There is also a new car in the garage but Charlie Johnson drives his ten-year-old model every day except Sunday. Then he uses the new one. Van can't put up too much of an argument about this. He still wears a sweater he won in high school. It's the same sweater he wore when he first entered his father's practice. On one wall of the Newport bedroom are photo- graphs showing Johnson, Sr. as a star football player, director throw- er and track champion. Another wall is covered with sketches of his son, Van, in his various roles as a screen star.

If Van had not chosen to seek his fortune in the world of motion pictures, he might have very well have followed in his father's footsteps, in which case he would have started plumbing school. He'd have been the dean of New England plumbers!

RECORD FOR EXTRAS
Setting a record for recent years, M-G-M employed 400 extras for the graduation sequence in which Van Johnson makes an elaborate speech for the common man in "The Big Hangover," M-G-M's novel comedy opening at the . . . . Theatre this week.

On an adjoining stage were Red Skelton and Gloria De Haven with 400 extras for a scene in "The Yellow Cat Man." The two pictures totaled 850 extras in addition to the regular featured cast of each film, providing a bonanza for Hollywood's bit players.

TAYLOR GROWS UP
Elizabeth Taylor is Hollywood's seventeen-year-old star who has stars in her eyes! But Elizabeth's feet remain firmly on the ground except when she is in the star- rups of her favorite horse, King Charles. "King" is little changed from the days when Miss Taylor rode him to fame in "National Velvet." But Elizabeth—that's a different story.

At seventeen, she co-stars with Van Johnson in M-G-M's "The Big Hangover," now being shown at the . . . . Theatre. Her previous films—"Comedians," her last starring opposite Robert Taylor, and the next will be "An American Tragedy," in which she will star with Montgomery Clift. She will also shortly be seen as the young bride in "Father of the Bride," M-G-M's filming of Edward Sedgwick's hilarious bestseller, with Spencer Tracy and Joan Bennett cast as Elizabeth's father and mother.

The honors have not gone to Elizabeth's head. "I want to be glamorous, but looks and glamour sometimes disappear. A solid dramatic foundation is something that will never go out of style."

It is this common sense attitude towards stardom that gives this actress a daisy-petal piquancy, at the studio's dramatic coach classroom. During filming of "The Big Hangover," for which Elizabeth essays a sophisti- cated comedy part for the first time, she even gave up her lunch hour in order not to miss a lesson. When she was not in front of the camera, she was at school. Hollywood has learned that the eye-blinking Miss Taylor, constantly in demand by photographers representing magazines and newspapers, seldom confounds attention with fati- gue. Only a short time ago, a pho- tographer, after completing a por- trait sitting of Elizabeth, turned to her and said, "Miss Taylor, I've photographed a lot of beautiful women but you are the most beautiful woman I have ever photographed." Elizabeth, "did you hear what he said? He called me a—WOMAN!"

Husband and Wife For Real and Reel
Gene Lockhart and Kathlen Lockhart are husband and wife for real and "these days," according to Miss Lockhart. Mr. Lockhart is seen as the society wife of Gene, the big-time attorney who tries to make a fool of Van John- son in M-G-M's new comedy, "The Big Hangover," opening this week at the . . . . Theatre.

Although Mr. and Mrs. Lockhart have appeared in the same films and also worked together on the stage, the new picture marks their first appearance together as hus- band and wife since M-G-M's pre- tigious "A Christmas Carol," made twelve years ago.

STILL 1470-82
The Big Hangover Mat 1-A
Coming on the heels of his big hit in "Battleground," Van Johnson now stars in M-G-M's own comedy, "The Big Hangover." In this one he is seen as a guy who needs only one drink to put him first, on top of the world, then un- der the table!

STILL 1470-51
The Big Hangover Mat 2-B
Elizabeth Taylor, as an amateur psychiatrist, is about to experiment on Van Johnson's curious allergy to alcoholic spirits in this scene from "The Big Hangover," M-G-M's novel comedy coming to the . . . . Theatre. The new laugh hit was written, directed and produced by Norman Krasn.
That "Battleground" star... and the Girl of the Year! A dream of a team... in a rollicking romantic comedy!

**M-G-M's exciting story of today's youth!**

**VAN JOHNSON**  **ELIZABETH TAYLOR**

**The Big Hangover**

A MAYER-GOLDWYN-MAYER PICTURE

With

LEON AMES  •  FAY HOLDEN  •  PERCY WARM
SELENA ROYLE  •  GENE LOCKHART  •  EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT NO. 407

4 COLS. x 7" (502 LINES)

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**M-G-M's exciting story of today's youth!**

**VAN JOHNSON**  **ELIZABETH TAYLOR**

**The Big Hangover**

A MAYER-GOLDWYN-MAYER PICTURE

With

LEON AMES  •  FAY HOLDEN  •  PERCY WARM
SELENA ROYLE  •  GENE LOCKHART  •  EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT NO. 210

2 COLS. x 5½" (28 LINES)

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That "Battleground" star... and the Girl of the Year! A dream of a team!

**M-G-M's exciting story of today's youth!**

**VAN JOHNSON**  **ELIZABETH TAYLOR**

**The Big Hangover**

A MAYER-GOLDWYN-MAYER PICTURE

With

LEON AMES  •  FAY HOLDEN  •  PERCY WARM
SELENA ROYLE  •  GENE LOCKHART  •  EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT No. 307

3 COLS. x 4½" (168 LINES)

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That "Battleground" star... and the Girl of the Year! A dream of a team!

**M-G-M's exciting story of today's youth!**

**VAN JOHNSON**  **ELIZABETH TAYLOR**

**The Big Hangover**

A MAYER-GOLDWYN-MAYER PICTURE

With

LEON AMES  •  FAY HOLDEN  •  PERCY WARM  •  SELENA ROYLE
GÉNE LOCKHART  •  EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT No. 208

2 COLS. x 4½" (112 LINES)
A handsome ex-G.I. solves his secret weakness (???) with lots of young ideas, young love and young fun!

M-G-M's exciting story of today's youth!

VAN JOHNSON ELIZABETH TAYLOR
The Big Hangover

A Metro-Goldwyn-Mayer Picture

with LEON AMES - FAY HOLDEN - PERCY WARAM - SELENA ROYLE - GENE LOCKHART - EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT No. 306 3 Cols. x 5¼" (225 Lines)

That "Battleground" star... and the Girl of the Year! A dream of a team...

IT'S LOVE—AND ELIZABETH TAYLOR—THAT'S GOT VAN'S HEAD SPINNING!

That "Battleground" star... and the Girl of the Year! A dream of a team... in a rollicking romantic comedy!

M-G-M's exciting story of today's youth!

VAN ELIZABETH JOHNSON - TAYLOR
The Big Hangover

A Metro-Goldwyn-Mayer Picture

with LEON AMES - FAY HOLDEN - PERCY WARAM - SELENA ROYLE - GENE LOCKHART - EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT No. 206 2 Cols. x 8½" (252 Lines)

A handsome ex-G.I. solves his secret weakness (???) with lots of young ideas, young love and young fun!

M-G-M's exciting story of today's youth!

VAN JOHNSON ELIZABETH TAYLOR
The Big Hangover

A Metro-Goldwyn-Mayer Picture

with LEON AMES - FAY HOLDEN - PERCY WARAM - SELENA ROYLE - GENE LOCKHART - EDGAR BUCHANAN

Written, Directed and Produced by NORMAN KRASNA

AD MAT No. 207 2 Cols. x 6" (168 Lines)

IT'S LOVE—AND ELIZABETH TAYLOR—THAT'S GOT VAN'S HEAD SPINNING!

VAN JOHNSON ELIZABETH TAYLOR

M-G-M's exciting story of today's youth!

The Big Hangover

AD MAT No. 209 2 Cols. x 2" (56 Lines)
ANNOUNCER: (ONE MINUTE)
What an idea for a comedy! The funniest laugh inspiration in years! And M-G-M has brought it hilariously to life in one of the most delightful pictures in years... "THE BIG HANGOVER," starring VAN JOHNSON and ELIZABETH TAYLOR! What’s the idea? Well, just picture a G.I. trapped in the cellar of an old French monastery—a cellar flooded up to his chin by 100-year-old brandy! Fourteen delirious hours later, he’s rescued—the only G.I. in the Army who hates brandy! Back home, he meets a beautiful gal who tries to cure him by feeding him brandy—with explosive results! Add the fact that she’s his boss’s daughter, and you wind up with a mad, zany and completely wonderful comedy romance... "THE BIG HANGOVER"! You’ll bubble over with laughter when you see that new romantic dream team—VAN JOHNSON and gorgeous ELIZABETH TAYLOR in "THE BIG HANGOVER"!

ANNOUNCER: (ONE MINUTE)
What an idea for a comedy—M-G-M’s "THE BIG HANGOVER"!... What an idea for a new romantic dream team—VAN JOHNSON and gorgeous ELIZABETH TAYLOR in "THE BIG HANGOVER"!... Van’s a G.I. who gets trapped in a cellar flooded with 100-year-old brandy! Liz is the gal who tries to cure him of the complex he comes home with after 14 dizzy hours in that cellar! And the fact that she happens to be his boss’s daughter adds to the hilarity, the high-spirits, the wonderful fun you’ll find in "THE BIG HANGOVER"! We warn you now that "THE BIG HANGOVER" is no ordinary comedy! It’s daffier... crazier and funnier than anything that’s bounced onto the screen for a long, long time! No sir, you won’t chuckle. You’ll scream with delight when you see handsome VAN JOHNSON and that beautiful "bride of the year," ELIZABETH TAYLOR in M-G-M’s "THE BIG HANGOVER"!

ANNOUNCER: (100-WORD)
What an idea for a comedy! The funniest laugh inspiration in years! And M-G-M has brought it hilariously to life in one of the most delightful pictures in years... "THE BIG HANGOVER," starring VAN JOHNSON and ELIZABETH TAYLOR! What’s the idea? Well, just picture a G.I. trapped in the cellar of an old French monastery—a cellar-full of 100-year-old brandy! And he’s the only G.I. in the Army who hates brandy! You’ll bubble over with laughter when you see that new romantic dream team—VAN JOHNSON and ELIZABETH TAYLOR in "THE BIG HANGOVER"!

ANNOUNCER: (35-WORD)
Get set for a big time! "THE BIG HANGOVER"! M-G-M’s bubbling comedy! Starring that new romantic dream team! Van Johnson and Elizabeth Taylor! For fun—see "THE BIG HANGOVER"!

ANNOUNCER: (35-WORD)
Let yourself go! Go and enjoy—"THE BIG HANGOVER"! Starring Van Johnson and Elizabeth Taylor! Don’t miss this new dream team in M-G-M’s big comedy romance, "THE BIG HANGOVER"!
It's Spring! When Showmen Do Zany Things! AND FIND OUT THAT THE PUBLIC RESPONDS TO THEM!

HERE ARE 8 WAYS TO SELL THE TITLE

There's but little drinking—and no drunks—in this gay comedy-romance. It won't offend the sober-sided and strait-laced. You is merely allergic, because of a wartime experience, to just a whiff of alcohol. Only one drink—and he's off! Have a lot of exploitation fun with the hit!

1. BIG COMEDY HEAD AND LAUGH RECORD. For your lobby. Put a real bandage around his "big head." Order laugh record from Thomas J. Valvano, Inc., 160 W. 46th St., N.Y.C. Price $2.00. Enclose check or money order and they will pay shipping charges. 57002-6. Running time is 3 minutes.

2. LAUGHING DUMMY ON LOBBY BOARD. Fill latter with comedy and romantic production photos. Hang real dummy on it, with laughing face, or paint one on. You might want to use the laugh record with it. Promise them—"You'll Be Hung Over With Laughter!"

3. FUNNIEST "BIG HANGOVER" FACES. Young people like to mug and clown around. Give them a chance to do it—and win prizes. Station photographer in lobby or elsewhere. Winning photos are subsequently lobby-displayed and prizes announced.

4. DUMMY FLOPPING FROM MEZZANINE RAILING. The top railing at head of your stairs is an exceptionally choice location for hanging a laughing dummy or cutout figure. Another good ADVANCE place: side of theatre stage, several days in advance, with spot flashed on it at end of each previous picture's performance.

5. BIG COCKTAIL GLASS. Painted cutout design with star heads inserted in upper bubbling or fusing part of it. Complete with picture and theatre billing. You might consider it as a transparent effect for shadow-boxing.

6. Imitation LAMP-POST. Woozy drinking people are proverbially noted for leaning against lamp-posts. There's a humorous gag stunt in this for you. Place and brace imitation lamp post in lobby or on theatre sidewalk, with invitation to lean against it.

7. STAGGERED SIDEWALK STENCILING. One on theatre sidewalk might be enough. Lobby floor, from outside boxoffice to orchestra entrance, would also attract plenty of attention. Staggered signs, with design of uneven footprints, can be placed on stairway risers.

8. BIG LAUGHING STREET HEAD. Try to obtain an oversized head from local costumer — or false face. Man wears it, with small derby or felt hat perched and tied on top—giving the appearance of a "big head." Another amusing bit of nonsense to help sell this comedy romance.

Avoid "Housework Hangover!" USE A HOOVER VACUUM!

Many co-op ad and window display angles are suggested by the movie title. These are two examples. Others will occur to you. Anything that prevents "Fatigue Hangover" from late hours, overwork, mental depression, etc., is a logical choice for merchandising efforts.

DRINK COCA COLA! You'll Never Have A "Thirst Hangover!"

EXPLOITATION
VAN IS VALEDICTORIAN!

He graduates with top honors from law school and is class valedictorian at the alumni dinner.

GIFT SHOPS

One of their annual promotions is gifts for all kinds of graduates. Tie in with them.

INVITE GRADUATES

of a special class to attend your opening performance. Or, honor outstanding graduates in some special way — with a season's pass enclosed with complimentary letter, etc.

LOBBY PHOTOS

Display photos of local high school or college graduates in your lobby, together with theatre's congratulations and expression of success in life.

CLASS VALEDICTORIAN

If more than one in your town, select highest-ranking young man or woman for theatre accolade — dinner at a restaurant, personal radio appearance and guest of honor at theatre.

SODA FOUNTAINS

Make bar strips or small counter cards containing following copy: "You'll Never Have A 'Hangover' If You Eat (brand name) Ice Cream — Delicious and Refreshing," etc.

You'll get bigger promotion results if you tie in with an ice cream manufacturer — truck hanners, etc.

“TRAMP” The Dog With An I. Q. He Talks Back To Van! How Smart Is Your Dog?

“SLEEPY TIME GAL” Is Van’s HAPPY Song What’s Yours?

Everybody has a favorite tune which he hums, whistles or sings when he’s happy. In the picture, Van sings “Sleepy Time Gal” when he’s high.

Dye,jacker at theatre lobby contest is suggested by this occurrence. Offer prizes for contestants’ “Happy” songs — and best reasons why.

A SURE CURE FOR “HANGOVERS”

Distribute locally—prepared “prescriptions” (like those doctors use) in envelopes.

Copy: "If you’ve ‘bang over’ with the blues . . . ‘woosy’ from overwork . . . suffering from a ‘big head’ from the night before . . . we prescribe going to LAUGH BENDER! See ‘THE BIG HANG- OVER,’ etc.

COCKTAIL BARS

Cocktail bars and other drinking places are the perfect spots for small display cards to be prepared by theatre.

Copy: "Yippee! Go On A Laugh Bender! See ‘The Big Hangover — The Town’s Funniest Laugh Cocktail!’ Complete with billing.

MAX FACTOR ADS IN NATIONAL MAGAZINES

Max Factor ran half page black and white ads, featuring Elizabeth and Van in THIS WEEK PARADE March 19th AMERICAN WEEKLY March 26th LADIES HOME JOURNAL April 2d April Issue Follow through with dealer window tie-ups — using star and production photos.

FASHION JEWELRY — National Tie-Up

Leo Glass & Co., Inc., 37 E. 11th St., N.Y.C., is the manufacturer of FASHION JEWELRY featuring Elizabeth Taylor.

This company distributes through wholesale jewelers in the United States.

If you can’t find a local retail store carrying Fashion Jewelry, contact your M-G-M Field Press Representative. He has a complete list of the contacts in your territory.

Order still N 5584.

“MY AMBITION IS TO BE...”

Both Van and Elizabeth are honor students in the picture. In view of the fact that May and June are graduating time, offer prizes to graduates for the most interesting answers to: “MY AMBITION IS TO BE...”
ORDER ALL ACCESSORIES
FROM YOUR LOCAL
NATIONAL SCREEN
SERVICE EXCHANGE.

SHOWMANSHIP PHOTOGRAPHIC PACKAGES
There are two packages, A and B. Package A contains 25 horizontal production stills from the picture. Package B is a practical selection of material for advertising, exploitation, window tie-ups, lobbies, etc. All the stills are 8" x 10". Order in complete sets, or as many individual stills as required direct from your local National Screen Service Exchange.