PARADISE UNTAMED...
in all its wonder and fury!

LOVE UNASHAMED...
in all its innocence and romance!

ADVENTURE ....
AS NEVER BEFORE!

J. ARTHUR RANK presents

JEAN SIMMONS · HOUSTON

in

"The Blue Lagoon"

(Actually filmed amid the glory of the South Seas)

with JAMES HAYTER

Screenplay by FRANK LAUNDER

JOHN BAINES · MICHAEL HOGAN · Directed by FRANK LAUNDER

AN INDIVIDUAL PICTURE

MAN AGAINST OCTOPUS!
... in a hand-to-hand battle to the death!

A FORTUNE
IN PEARLS!
... that men would commit any
crime to own!

Color — more brilliant and beauti-
ful than ever before, bringing to
breathless life all the vivid glory
of the tropics in COLOR BY
TECHNICOLOR!

 Released by
UNIVERSAL-
INTERNATIONAL

THEATRE · MAT NO. 401

Ad Mat No. 401—500 Lines
From the Producers of "Night Train," "The Lady Vanishes," "Waterloo Road," "Notorious Gentleman" and "The Adventures"... Starring Jean Simmons, fresh from her triumph as "Ophelia" in "Hamlet,"... comes a new kind of Romantic Adventure...

JEAN SIMMONS - HOUSTON

in

"The Blue Lagoon"

(Actually filmed amid the glory of the South Seas)

with
Noel Purcell - Cyril Cusack - James Hayter

Screenplay by FRANK LAUNDER - JOHN BAINES - MICHAEL HOGAN
Released by UNIVERSAL - INTERNATIONAL
AN INDIVIDUAL PICTURE

All the claims for color come true at last... bringing to breathtaking life the brilliant beauty of the tropics, in COLOR BY
TECHNICOLOR!

T H E A T R E M A T N O . 3 0 2

Ad Mat No. 302—300 Lines

FILMED AMID THE GLORY, ROMANCE, COLOR AND ADVENTURE OF THE SOUTH SEAS!

MAN AGAINST OCTOPUS!... in a hand-to-hand battle to the death!

J. Arthur Rank
Presents
JEAN SIMMONS - DONALD HOUSTON
"THE BLUE LAGOON"

In Fabulous Color by
TECHNICOLOR!

with JAMES HAYTER
Screenplay by FRANK LAUNDER - JOHN BAINES - MICHAEL HOGAN
Directed by FRANK LAUNDER
AN INDIVIDUAL PICTURE
Released by UNIVERSAL - INTERNATIONAL

T H E A T R E M A T N O . 1 0 6

Ad Mat No. 106—100 Lines

AMID THE FURY OF A HURRICANE - THEIR LOVE WAS BORN!

TOGETHER they faced the unimaginable violence of nature... conquered the giant octopus in a battle to the death... to find a fortune in pearls hidden deep in the blue lagoon!

J. ARTHUR RANK presents DONALD HOUSTON
in
"The Blue Lagoon"

(Actually filmed amid the glory of the South Seas)

with JAMES HAYTER
Screenplay by FRANK LAUNDER - JOHN BAINES - MICHAEL HOGAN
Directed by FRANK LAUNDER
AN INDIVIDUAL PICTURE

COLOR BY
TECHNICOLOR!

T H E A T R E M A T N O . 3 0 1

Ad Mat No. 301—300 Lines
AMID THE FURY OF A HURRICANE
THEIR LOVE WAS BORN!

J. Arthur Rank presents
JEAN SIMMONS
DONALD HOUSTON

"THE BLUE LAGOON"

with JAMES HAYTER

IN RAZING COLOR BY
TECHNICOLOR!

T H E A T R E
M A T  N O .  1 0 5

Screenplay by FRANK LAUNDER - JOHN BAILES - MICHAEL HOGAN
Directed by FRANK LAUNDER
An Individual Picture - Released by UNIVERSAL INTERNATIONAL

Ad Mat No. 105—75 Lines

NEVER BEFORE!

The beauty of its Fabulous Color!
The wonder of its Innocent Love!
The excitement of its Glorious Adventure!

J. Arthur Rank presents
JEAN SIMMONS
DONALD HOUSTON

in

"THE BLUE LAGOON"

(Actually filmed amid the glory of the South Seas)

with Noël Purcell - Cyril Cusack - James Hayter

Screenplay by FRANK LAUNDER - JOHN BAILES - MICHAEL HOGAN
Directed by FRANK LAUNDER
An Individual Picture - Released by UNIVERSAL INTERNATIONAL

Ad Mat No. 104—405 Lines

AMID THE FURY OF THE HURRICANE
THEIR LOVE WAS BORN!

J. Arthur Rank presents
JEAN SIMMONS - DONALD HOUSTON

"The Blue Lagoon"

with James HAYTER

Actually filmed amid the glory of the South Seas in startling color by
TECHNICOLOR!

T H E A T R E
M A T  N O .  2 0 5

Screenplay by FRANK LAUNDER - JOHN BAILES - MICHAEL HOGAN
Directed by FRANK LAUNDER - An Individual Picture
Released by UNIVERSAL INTERNATIONAL

Ad Mat No. 205—200 Lines

PARADISE UNTAMED!
... in all its wonder and fury!

J. Arthur Rank presents
JEAN SIMMONS
DONALD HOUSTON

"The Blue Lagoon"

with JAMES HAYTER

IN FABULOUS COLOR BY
TECHNICOLOR!

T H E A T R E
M A T  N O .  1 0 2

Ad Mat No. 102—14 Lines
Shipwreck, Hurricane, a Hand-to-Hand Battle to the Death with a Giant Octopus... Amid it all their Love was Born!

J. ARTHUR RANK presents

JEAN SIMMONS • DONALD HOUSTON

in

"The Blue Lagoon"

(Actually filmed amid the glory of the South Seas)

with

JAMES HAYTER

Screenplay by FRANK LAUDER • JOHN BAINES
MICHAEL HOGAN • Directed by FRANK LAUDER

AN INDIVIDUAL PICTURE
Released by UNIVERSAL-INTERNATIONAL

In Fabulous Color by
TECHNICOLOR!

THEATRE MAT NO. 303

Ad Mat No. 303—351 Lines

PARADISE UNTAMED
...in all its wonder and fury!

LOVE UNASHAMED
...in all its innocence and romance!

ADVENTURE
...AS NEVER BEFORE!

J. ARTHUR RANK presents

JEAN SIMMONS • HOUSTON

"The Blue Lagoon"

with

JAMES HAYTER

Filmed amid the glory, romance, color and adventure of the South Seas!

THEATRE MAT NO. 202

Ad Mat No. 202—74 Lines

ADVENTURE
...as never before!

A FORTUNE IN PEARLS!... that men would commit any crime to own!

J. ARTHUR RANK presents

JEAN SIMMONS • DONALD HOUSTON

THE BLUE LAGOON

COLORED BY TECHNICOLOR!

Screenplay by FRANK LAUDER • JOHN BAINES
MICHAEL HOGAN • Directed by FRANK LAUDER

AN INDIVIDUAL PICTURE
Released by UNIVERSAL-INTERNATIONAL

THEATRE MAT NO. 204

Ad Mat No. 204—150 Lines
SPECIAL
ADVERTISING STILLS

Four 8 x 10 Photos of the Key Art used in this Pressbook Ad Campaign. Excellent material for making Lobbies, Blow-ups and Special Ads. Available at your National Screen Service Branch.
Filming 'Blue Lagoon' Was Exciting Experience For All Concerned

The picture that everyone said "couldn't be done" has been made, but it took production miracles, 50,000 miles of travel, and a dozen years of cherished persistence by one man.

The film, J. Arthur Rank's "The Blue Lagoon," is a Technicolor drama of adventure and love. Donald Houston, its star, is the charmed boy who grew up on an island, and Jean Simmons, its co-star, is the girl he loved. The story, told to the camera, is the story of the boy and girl who grew up on the island—fishing, diving for pearls, and loving a crane hide—an incident virtually as unrelated to outer civilization.

Donald Houston appears as Jean's companion, matching her feminine beauty with blood-haunted masculinity and a physique that makes him perfectly credible as the child of Nature, the pair, as children, are placed with devoted charmers in Susan Stranks and Peter Jones. Their coming together, as played by Noel Purcell, is cruelest and most sentimental—a man who would feel right at home in "Trent's Island" or "Robinson Crusoe.

Other members of the supporting cast are uniformly competent, with standout performances by Cyril Caray and James Hayter, as raggedy beachcombers who discover the island and provide the youngsters with their first link to the world beyond.

A large share of credit for this screen triumph must go to Frank Lauder, the director. "The Blue Lagoon" is a Gilliat-Lauder Production and based on Jean Simmons' novel of the same name. As Producers, the Lagoon Company, under the direction of Frank Lauder, and the Universal-International, Frank Lauder, John Baines and Michael Hogan collaborated on the screenplay.

Jean Simmons, who already has proven herself one of the loveliest and most talented young actresses on the screen, is well on her way to establishing herself as the most versatile star. The young girl, who won the applause of the world-wide screen and the French newspaper review in her performances as Ophelia in the Academy Award-winning "Hamlet," which won the Academy Award as the best film of the year, remains the screen's new "Esme Autumn" in J. Arthur Rank's "The Blue Lagoon," now playing at the . . . . . . .

The legend says that a young lady who was stranded as a child on a South Pacific island later returns in ignorance of civilization, the picture was filmed in the location in the Fiji Islands, and featured some of the most breathtakingly beautiful Technicolor scenes ever filmed on the screen.

Miss Simmons, who made her film debut five years ago in "Give Us the Moon," has appeared in a dozen pictures, and handled roles which carried her from Griffin Dunne to "Black Narcissus" in each case enhancing her reputation as a top-flight actress.

Her best-remembered films, including her versatility, include "Casanova and Cleopatra," in which she played a stewardess of the elegant movie beauty, "Great Expectations," with Jean as Pip's love, Miss Simmons' "Give Us the Moon," and "Black Narcissus," in which she was a Hindustan dancer.

She starred with Miss Simmons in "The Blue Lagoon" as a fellow castaway and was the actress who could stand up to Susan Stranks and Peter Jones appear in the same roles in childhood. Noel Purcell, Cyril Caray and James Hayter also appeared.

"The Blue Lagoon," a Universal-International release, is based on a novel by H. De Vere Stacpoole, directed by Frank Lauder, and is a Gilliat-Lauder Production and an Individual Picture.

Honorary Fiji

"Hamlet" was the Academy Award as the best motion picture of the year, but for its female lead, Jean Simmons, the "Oceans" was "small parsley" next to her initiation as a Princess of the Yawes.

The 19-year-old blonde beauty was taken into the making of J. Arthur Rank's "The Blue Lagoon," on South Pacific location, the Technicolor film opens on . . . . . . .

Miss Simmons stars with Donald Houston in this Universal-International release.

Jean Simmons in the J. Arthur Rank Technicolor adventure, "The Blue Lagoon," a Universal-International release. Donald Houston is her ship-building partner in the J. Arthur Rank Technicolor adventure, "The Blue Lagoon," a Universal-International release. Jean, grown up now, still wears the brook of her youth, still has the same impish smile, still has the same dreamy way of smiling, still has the same imperious tilt of her head, and still has the same sensuous sensuality that made her the toast of London's Savoy when she appeared in "Black Narcissus." 

"The Blue Lagoon," in Color, Opening Soon In New York

An exciting story was combined with realistic production to bring J. Arthur Rank's "The Blue Lagoon" to the screen, the Technicolor film, starting Jean Simmons and Donald Houston, opens next . . . . . . .

"The Blue Lagoon" traces the adventures of a boy and girl who are shipwrecked on a South Pacific island and grow up there without the aid of adults or civilization. A production unit, spent several months in the Fiji Islands, leaving exotic heat, tropical rain storms and a typhoon, to record the picture in its authentic setting.

Miss Simmons, who last appeared in the Academy Award-winning "Hamlet," plays the loveliest daughter of Nature, and Houston is cast as her companion. The roles of children, are played by Susan Stranks and Peter Jones. Noel Purcell, Cyril Caray and James Hayter are also featured.

"The Blue Lagoon," a Universal-International release, is based on a novel by H. De Vere Stacpoole, directed by Frank Lauder, and is a Gilliat-Lauder Production and an Individual Picture.
PROMOTE ‘BLUE LAGOON’ COLOR IN STORE DISPLAYS

Center your “Blue Lagoon” campaign in the fashion field by having local retailers introduce a new color to be called “Lagoon Blue.” You can obtain space in the newspaper advertisements of your leading catalogues, women’s specialty and department stores with a “Blue Lagoon Week of Fashion.” In addition, special window displays and store heralds can be developed to capitalize on this excellent promotional outlet. “Lagoon Blue” is perfect for beach clothes, dresses, stockings, blouses, shoes, millinery and many other articles of women’s clothing. You can tie up with men’s stores, as well, for shirts, ties, etc. On the night of your opening, you might present a “Blue Lagoon Fashion Show.” Start working on this “Lagoon Blue” fashion angle now so that you can obtain the full benefits of this exploitation “natural.”

WHAT WOULD YOU DO IF MAROONED?

“What would you do if you were marooned on an uncharted island?” is an excellent subject for an audience participation radio show in which contestants are given one minute to give their immediate reactions to such a situation. Offer guest tickets to those who offer the most practical plans for survival under such circumstances. Your playdate may easily be tied in by explaining that in the picture two children actually find themselves in such a situation as a result of a shipwreck.

JEWELRY STORE
PEARLS TIE-UP

Contact your local jewelry stores and jewelry sections of department stores for a “Blue Lagoon” pearl tie-up in which stills from the picture are used for window displays with pearl necklaces and other pearl ornamental jewelry. Using stills from your exchange set, ads as well as window displays can be promoted from these jewelry outlets.

BEAUTY CONTESTS CAN SELL ‘BLUE LAGOON’

Find “Miss Blue Lagoon,” the most beautiful outdoor girl of your community. Such a search might be conducted either through your local newspaper or radio station and contestants should be asked to submit bathing suit photos of themselves for consideration by a distinguished panel of beauty experts. The finals might be conducted in a local auditorium, department store or from the stage of your theatre with finalists requested to wear blue bathing suits. Suitable prizes should be awarded to the winners.

TREASURE HUNT

In conjunction with a local jewelry store, conduct a treasure hunt in which a string of pearls is offered as the grand prize. The store might run special “Blue Lagoon” newspaper ads or radio spots in which treasure clues are offered to the public.

GET DISC JOCKEY TO PLAY ‘BLUES’ SONGS

Get your local disc jockey to sponsor a “Blue Lagoon” songs contest in which contestants are required to list at least 10 “blues” songs and select one of them as their favorite with a letter of 25 words or less giving a reason for their choice. Offer guest tickets to those who submit the most interesting answers. Songs in the “blues” category are: “St. Louis Blues,” “Blues In The Night,” “My Man,” “Stormy Weather,” “He’s My Guy,” “Blue Moon,” “I’ve Got A Right To Sing The Blues,” “Some Of These Days,” “Basin Street Blues,” “Someone To Watch Over Me” and “Bill.”

PHOTOGRAPHY CONTEST

A “Blue Lagoon” photography contest would be an excellent promotion for your local newspaper. Contestants would be asked to submit photos of themselves in swimming attire and the prizes would be awarded to those who best exemplify the healthy outdoor appearance of Jean Simmons and Donald Houston in “Blue Lagoon.” You might work out such a contest in cooperation with a local photography store so that ads and window displays as well as merchandise prizes might be promoted to help publicize your playdate.

MOVIE TITLE CONTEST

Through your local newspaper, ask readers to write a letter telling which is their favorite motion picture with an uncivilized island locale. Like “Blue Lagoon,” there have been many other successful motion pictures which dealt with adventures on a tropical island. Offer guest tickets to those who write the best letters. Some pictures in this category are: “Mutiny On The Bounty,” “Kidnapped,” “Treasure Island,” “Robinson Crusoe,” “Hurricane” and “Jungle Princess.”

SARONG FASHION SHOW

For a novel beauty contest angle, you might conduct a “Sarong Fashion Show” in which girls parade in homemade sarongs before a fashion expert designated to pick the best “native costume.” Guest tickets should be awarded to the winners.

Free Radio Transcriptions

FOR PLANTING WITH YOUR LOCAL STATION

9 SPECIAL SPOT ANNOUNCEMENTS

Nine ticket-selling spot announcements, on a single platter, are available FREE on “The Blue Lagoon.” There are three one-minute announcements, three 30-second announcements and three 15-second station breaks. All announcements allow time for your own commercial.

ORDER FROM RADIO TRANSCRIPTION DEPARTMENT, UNIVERSAL-INTERNATIONAL, 445 PARK AVE., NEW YORK 22, N. Y.
COLOR-GLOSS PHOTOS

Give your lobby that Technicolor brilliance with the set of ten 8 x 10 color-gloss stills especially prepared for THE BLUE LAGOON. Order them from your local NATIONAL SCREEN SERVICE Branch.

ALSO SET OF EIGHT 11 x 14's WITH TITLE CARD

HERALD

TWO 22 x 28's

WINDOW CARD

Order trailer, slide, all accessories, ad and scene mats from your local National Screen Service Exchange.