EXPLOITATION BOOK—SUPPLEMENT

CANYON PASSAGE

A WALTER WANGER PRODUCTION

A Universal Film

THE NORTH-WEST IN ALL ITS BRAWNY BRAWLING GLORY

FILMED IN SPECTACULAR TECHNICOLOR

Starring

Dana ANDREWS
Brian DONLEVY
Susan HAYWARD
Patricia ROC

GUESSING CONTEST

Here's a good "away from the theatre" idea that should get a lot of attention and stir up enthusiasm. Collect several hundred small, irregular rocks or stones and have your sign shop spray them with a rich, bright-looking gold paint. Place them in a neat pile on a piece of black velvet or other appropriate background so that they look impressive. Get a vacant store window or other suitable location and make up a display with the pile of nuggets. Stills, blow-ups and other advertising material will, of course, occupy a prominent spot in the display. Several signs read:

Can you guess how many Golden Nuggets in the pile? Win passes to see "Canyon Passage"...! There's no guess-work when it comes to terrific thrills and excitement—see Dana Andrews, Brian Donlevy, Susan Hayward in Walter Wanger's blazing epic of frontier America "Canyon Passage" in glorious Technicolor...! Now at the Rivoli.

STREET STUNT

"CANYON PASSAGE" will stand all the exploitation you can give it. One of the most effective would be to dress a man to represent Logan Stuart, the character Dana Andrews portrays in the picture. Put him on horse-back and let him lead a couple of pack horses through your busy streets the day before opening. Don't dress him like a cowboy but rather try and get a costume which comes as close as possible to those in the stills. Several signs carried on the sides of the pack horses read...

We're on our way to "Canyon Passage"—follow us for the year's greatest thrill....! Rivoli now.

THE SONGS

In "CANYON PASSAGE" Hoagy Carmichael sings four of his own numbers.

His fans will delight in his rendering of "OLE BUTTERMILK SKY," "ROGUE RIVER VALLEY," "I'M GETIN' MARRIED IN THE MORNING" and "SILVER SADDLE." Published by Chappell Ltd.

Teie up with your local music shops. Make sure that dealers have these songs and arrange for advance window and counter displays. Furnish these dealers with window cards and stills from the picture.

"BAG OF GOLD" SEARCH

Small leather bags, containing gold dust and nuggets, figure very prominently in the picture's stirring action and plot development. They bring to mind an exploitation idea which can be appropriately named CANYON PASSAGE "BAG OF GOLD" SEARCH.

Select a plot of ground, a vacant lot for instance, situated if possible, in the vicinity of your theatre. At some convenient time, say late at night, a number of small bags of money are actually buried in this area. Naturally some of the bags will contain a lesser amount of money than others, but for publicity purposes, a pair of passes to see the picture should be included in every bag. Idea, of course, is to hold the search at some established time with the event being widely publicised.

Tie-up, if possible, with a local newspaper for all the publicity you can get and offer them the opportunity of using the idea for promotional purposes. Perhaps you can get several local tradesmen and business houses to interest themselves in the idea.

FURNISHING STORES TIE-UP

One of the most interesting scenes in the film shows cabin-raising during which, in accordance with the pioneer custom in the States, friends of intending marriage couples would build them a log cabin between sunrise and sunset. Housing shortage in this country should make these scenes of particular interest to your audiences and stills of the 'cabin-raisin' from the film should be displayed not only in your lobby but also in the shop windows of building material supply stores, house agents and so forth. The sort of announcement to run with these pictures should point out that "There was not any housing problem in the days of CANYON PASSAGE... Their homes went up in a day." Alternatively you could say "Were these pioneer homes the first pre-fabs?"

ESSAY COMPETITION

In collaboration with your local paper you could run an essay contest for the youngsters, awarding free seat prizes for the best composition on "GOLD," prospecting figures prominently in "Canyon Passage." Another contest that should be easy to arrange would be an award for the best coloured painting of redskins, with the successful entry exhibited in the theatre lobby. If you have a Junior Club at your theatre both the above ideas could be amplified and played to a very big scale.

CAR HIRE

AND COACH IDEA

It might be a good idea to get local coaching stations and private hire car service concerns to display show cards on the lines: "Book your passage here..." see "CANYON PASSAGE."" at the...Theatre.

USE THE OLD-FASHIONED HORSE-DRAWN VEHICLE

In some localities it may be possible to hire an old horse-drawn vehicle that can be rigged up to look like a stage coach, with suitably worded announcements attached to the side, advertising the picture.

Get in touch with G.F.D. Exploitation Dept. They will help you!
CANYON PASSAGE
IN TECHICOLOR

Quote these Press Comments in your advertisements

PAUL HOLT, Daily Express:
"I have nothing but praise for it."

ELIZABETH FRANKS, News-Chronicle:
"I thoroughly enjoyed this."

DICK RICHARDS, Sunday Pictorial:
"Good meaty stuff with no frills or nonsense. Dana Andrews and Ward Bond provide as tough a fist-fight as I've ever seen."

PATRICK KIRWAN Evening Standard:
"The Technicolor is very good, and the whole conception has a most refreshing sincerity."

S. ROSSITER SHEPHERD, The People:
"Highly polished... intelligent... thrills, spectacle and Technicolor."

JYMPSON HARMAN, Evening News:
"... filmed in Oregon in Technicolor, the scenery is worth your money alone."

CAMPBELL DIXON, Daily Telegraph:
"Pace, gusto and a superabundance of colour."

FILM CRITIC, Sunday Times:
"... has everything."

TERRIFIC FIGHT SEQUENCE
The fight scenes in "CANYON PASSAGE" between Dana Andrews and Ward Bond, are undoubtedly among the most thrilling and exciting examples of he-man brawn and ferocity ever staged before the cameras. This bare-fist fracas ranks with the all-time greats in film battles and should be publicised as such. For an advance display that will centre upon the picture's terrific realism and pulse-pounding action, have enlargements or drawings made from stills, obtainable from Exploitation Dept., and sell the sequence for all it's worth. A well constructed set-piece, as shown in the accompanying illustration, will do a good job. Get the display out in your lobby in advance of your showing. During the run of the picture you can move it to your outside lobby. Perhaps you can arrange for a newspaper to put a feature writer on an article about the fight, illustrated with some of the stills mentioned above, and pointing to its outstanding realism. Hold a special screening for the press with this idea in mind.

PHOTOGRAFIC STORES
The beautiful and inspiring photography in "CANYON PASSAGE" offers the showman a fine opportunity to get a show in photographic stores. The stills, which are available to you, will be doubly impressive when mounted on a white mount, and will help make "CANYON PASSAGE" look like what it is, a special and important attraction. You might try for an entire window devoted to the camera-man's art. Sign man can letter in the lower right-hand corner of the mount:

A scene from Walter Wanger's magnificent Technicolor production "Canyon Passage" now at the Rivoli!

Tie-up copy might read:
Beauty is the keynote of outstanding photography—see us for your photograph problems and supplies.

GENERAL FILM DISTRIBUTORS LIMITED
Telephone: Gerrard 7311 127-133 WARDOUR STREET, LONDON, W.1 Telegrams: Gentidias, Rath, London
Logan Stewart...... DANA ANDREWS
Camrose............. BRIAN DONLEVY
Lucy................ SUSAN HAYWARD
Hi Lennar........... HOAGY CARMICHAEL
Ben Dance........... ANDY DEVINE
Honey Bragg......... WARD BOND
Caroline............ PATRICIA ROC
Jonas Overmire...... STANLEY RIDGES
Mrs. Overmire...... FAY HOLDEN
Johnny Steele....... LLOYD BRIDGES
Vane Blazier........ VICTOR CUTLER
Lestrade............ ONSLOW STEVENS
Marta................ ROSE HOBART
Mrs. Dance........... DOROTHY PETERSON
Clanchfield.......... HALLIWELL HOBBS
Gray Bartlett....... JAMES CARDWELL
Neil Howison......... RAY TEAL
Liza Stone.......... VIRGINIA PATTON
Asa Dance........... TAD DEVINE
Bushrod Dance...... DENNY DEVINE
Cobb................ FRANCIS MCDONALD
Judge............... ERVILLE AND ROSE
Stutcheu........... RALPH PETERS
Teamsters........... JACK ROCKWELL
Miners................
JOSEPH P. MACK, KARL HACKETT,
GENE STUTENROTH, JACK CLIFFORD,
DARIO HUDSON, DICK ALEXANDER.
Maduar............. WALLACE SCOTT
Indian Spokesman..... CHIEF YOWLACHI

The Story:

Logan Stewart, a transient mule-train owner, happens to be the proprietor of the general store in Jacksonville, Oregon, in the year 1856. In love with Lucy Overmire, he avoids her because of her attachment to his close friend Camrose. Logan seeks the hand of Caroline, friend of a settler, Ben Dance. Meanwhile, Camrose becomes involved in the murder of a miner.

Johnny Steele, friend of the slain miner, forces Camrose to stand trial at a "kangaroo" court. The crowd wants to hang Camrose, but Logan defends him and insists on a fair trial.

Meanwhile, Logan's enemy, Honey Bragg, incites an Indian uprising. Reports of the trouble reach Jacksonville and the fate of Camrose is left undecided while Logan organizes a company to protect the settlement against the Indians.

During the fight, many settlers are killed; Jacksonville is invaded and burned. Camrose is murdered and Logan's store destroyed. Ben Dance and his son, Asa, are massacred, but another son, Bushrod, is unharmed. Caroline is saved by fleeing to the hills.

Returning to her log house, Caroline realizes she would never be happy with the restless and wandering Logan.

Logan and Lucy are now free to be married. Together they start for San Francisco to obtain money for Logan to rebuild his business.