SUPER EXPLOITATION FOR THE GREATEST OF ALL SERIAL SCOOPS

CAPTAIN VIDEO
IN 15 CHAPTERS OF ACTION & COLOR
SEE IT AT THE
ALLEN THEATRE
6822 NEW HAMPSHIRE AVE. TAKOMA PARK
Phone: SH. 3322
STARTS JAN. 12
AND EVERY SATURDAY THEREAFTER
PLUS OUR REGULAR FEATURE
SEE IT ON TELEVISION STATION WTTG
EVERY MON. THRU FRI. 7 TO 7:30 P.M.
SPONSORED BY GENERAL FOODS

If you want to IMPROVE YOUR MATINEE BUSINESS
BUY AND BOOK the greatest pre-sold promotion property
in SERIAL history!

CAPTAIN VIDEO
WHAT A RECORD-BREAKING RECORD!
Pre-sold to millions of January 1 dates in newspapers across the country!
Pre-sold to millions by "CAPTAIN VIDEO" with the greatest pre-sold of all time, the pre-sold for Serials.
Pre-sold to millions from the Columbia Pictures movies of Captain Video.

NOW ON THE MOVIE SCREEN!
SEE COLUMBIA PICTURES' ALL-TIME SERIAL SCRAP!
KAYWOOD THEATRE
2321 WASHINGTON ST.
Mt. Rainier

Here they are...a few "sock" examples of the SUPER EXPLOITATION for CAPTAIN VIDEO now in use...and ready for YOUR campaign!

(Above) A reproduction of the General Foods tie-up window streamer (9 1/2" x 18") used by the four Lust Theatres in the Washington, D.C. area. See PAGE 2 of the CAPTAIN VIDEO pressbook for details of the General Foods tie-up and FREE window streamer mat offer!

(Left) A special 22" x 28" window card used by all four Lust Theatres heralds CAPTAIN VIDEO, the General Foods tie-up and the local DuMont TV station carrying CAPTAIN VIDEO.

SUPER SHOWMANSHIP is the keynote for CAPTAIN VIDEO engagements all over the country! Exhibitors everywhere are cashing in on the licensees, tie-ups and SUPER EXPLOITATION!
SUPER-EXPLOITATION!

IN WASHINGTON, D. C.—A bang-up campaign of Super Exploitation for CAPTAIN VIDEO by the Lust Theatres was highlighted by a special advance children's matinee, a tie-up with General Foods (Pressbook, Page 2), a reciprocal tie-up with the local Du Mont TV station (Pressbook, Page 3), house-to-house and school herald distribution, special jumbo window cards, a candy bar giveaway and a lucky ticket drawing for a promoted three speed bicycle. On this page are shown some of the publicity breaks, Du Mont's confirmation of its part in the tie-up and two of the three kinds of heralds distributed. Some photos of Washington activity are shown in left hand column of next page.

THE WASHINGTON POST

Lust Theaters to Show TV's 'Captain Video'

"Captain Video" television program, has begun airing into a serial. There will be 13 installments of this Columbia Pictures release. To be shown locally every four weeks. The first episode opened on Saturday at the Kaywood and the Cheyenne will show the 1950s and the Vier's Mill the sixth.

THE EVENING STAR

Washington, D. C.

CAPTAIN VIDEO has to prove a movie serial! ... This will of television to the theater owners has been arranged by Sidney Lusts, Jr., of the Kaywood Theatre, which is working with WTTG-TV today of his weekly Saturday movie fare. You'll find the adventures continued at the Kaywood Saturday and the Cheyenne the following Wednesday. To make televisioners see something of the attending after all the small successes the serials of the past, he will show the program against features at General Foods. The heralds.

OFFICE TELEGGRAM

Chicago, Ill., January 12, 1950

We have made a tie-up with WGN-TV in connection with "The Captain Video" show, showing Thursday this Friday at 6:00 PM. For three weeks the movie theatres will receive free plays immediately following the show. People into theatre, streets and playgrounds. In return we have agreed to run a one-cent ticket for any week in the show theatres. We agreed to the additional three weeks because the "Captain Video" television show has a fifteen rating of 10,000 people in Chicago who this show every day. I thank the can only please the local scenes. Please advise to the last of the "Captain Video" serial each week for six weeks.

(Above) Office telegram from Essaness Theatres, Chicago, Ill., giving their managers details of the tie-up with WGN-TV in connection with CAPTAIN VIDEO. See pressbook, PAGE 3.

(Left) The herald distributed by General Foods for Lust Theatres to grocery stores and markets to be used as bag-stuffers. A similar herald was distributed by Lust to youngsters coming out of the schools near the four Lust Theatres.

(For Left) The regular National Screen CAPTAIN VIDEO herald used by Lust for house-to-house distribution. The back page of the herald carried a message like the grocery store herald described above.
Bicycle prize in theatre lobby.

Allen Theatre opening day line.

Children's matinee BROKE HOUSE RECORDS!

First chapter brought S.R.O. crowds!

Allen lobby poster plugs giveaways!

"Bike" prize in store window of donor.

Mr. Harold Danziger
Columbia Pictures Corporation
729 Seventh Avenue
New York 19, New York

Dear Harold:

As a result of our recent discussions concerning CAPTAIN VIDEO, the Du Mont Network is now ready to combine its promotional resources with those of the movie exhibition to help build bigger audiences all over the country for both the screen and television versions of the popular CAPTAIN VIDEO.

As you realize, this is the first time a leading television program has been adopted as the subject for a major picture series. We are very happy that this distinction goes to CAPTAIN VIDEO, Du Mont's popular, futuristic serial.

This event presages an unusual joint promotion which, it is expected, will involve not only Columbia, Du Mont and the theatre owners, but retail stores in every city and state. The campaign has great potential for all.

We have contacted our owned and affiliated stations and urged their cooperation. We have prepared for distribution to our stations a slide promoting the film serial at local theatres. We have planned and are executing a schedule of news releases and feature stories aimed at trade papers and the reading public. In addition, we intend to use these and other methods to continue and augment this campaign.

Our combined efforts will undoubtedly result in a promotion that will benefit theatre owners, television station, Columbia and Du Mont in many ways.

Sincerely,

[Signature]

Gerald Lyons
Publicity and Public Relations Director

A DIVISION OF ALLEN B. DUMONT LABORATORIES, INC.

THIS IS HOW DU MONT WILL COOPERATE!

TRY THE FAVORITE POST CEREALS OF CAPTAIN VIDEO!

(Right) CAPTAIN VIDEO Club Card (Pressbook, PAGE1) used by RKO Keith Theatre in Lowell, Mass., for a super-kiddie-promotion.

(Left) Pressbook window streamer used by RKO Keith's Theatre in Syracuse, N.Y., for their General Foods — CAPTAIN VIDEO tie-up.
CAPTAIN VIDEO is NOW PLAYING RKO Theatres all over the country—including 30 in Metropolitan New York! Left is RKO's New York lobby poster. Above is club card used in N.Y.C., Syracuse and Rochester.

SO... WE SAY AGAIN

If you want to IMPROVE YOUR MATINEE BUSINESS

BUY AND BOOK the greatest pre-sold promotion property in SERIAL history!

CAPTAIN VIDEO

WHAT A RECORD-BREAKING RECORD!
Pre-sold to millions of listeners 5 days a week, coast to coast!
Pre-sold to millions by "CAPTAIN VIDEO" comics!
Pre-sold to millions more by fabulous sales of Video-license products!
All-out coordinated support of General Foods, Dumont TV, Forcett Publications, and Video-license producers! • Backed by biggest and best pressbook campaign ever to reach and multiply this gigantic pre-sold market!

ASK YOUR COLUMBIA EXCHANGE WHEN YOU CAN HAVE "CAPTAIN VIDEO"