1. ADVANCE SCREENING

Set up screenings for ministers and religious leaders (and their families) of all denominations in your community at least 10 days ahead of your play date so you can ask them to urge their congregations to see "THE MIGHTY FORTRESS". Do not hesitate to make this request.

Insist that your entire theatre personnel attend the screening for the clergy and pledge them to tell at least ten of their friends each day about "THE MIGHTY FORTRESS".

2. SPECIAL CHURCH COUPON

The special church discount coupon has proven to be an outstanding box office success that will bring new patrons to your theatre.

The following discounts are recommended: 20¢ discount on 70¢ admissions . . . . . . . . . . 15¢ discount on 50¢ admissions . . . . . . . . . . 10¢ discount on 35¢ admissions.

These coupons are inexpensive. You can easily arrange for free distribution through churches, schools, civic groups and merchants.

3. HERALDS

A ticket-selling 2 color four page herald is available — distribution can be made simple by mailing to all postal box holders in your community, at a nominal fee.
ALL OF THE TICKET SELLING MATS SHOWN ON THESE TWO PAGES ARE IN ONE COMPOSITE MAT......

for only 35¢

2 col. x 3½ inches Artmat A

1 col. x 3 inches—Artmat B

Special ADDED FEATURE

BILLY GRAHAM in The Mighty Fortress

1 Col. x 1 inch—Ad No. 2

Special ADDED FEATURE

You'll Say..."OVERWHELMING"

An Experience that will live in your heart and mind forever

3 col. x 3½ inches Ad No. 1

1 Col. x 3 inches—Ad No. 3
**ADDENDUM FEATURE**

**Special Billy Graham in The Mighty Fortress**

You'll Say "OVERWHELMING"

An experience that will live in your heart and mind forever

2 col. x 5 1/2 — Ad No. 4

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**ADDENDUM FEATURE**

**Special Billy Graham in The Mighty Fortress**

Reader's Digest says...
Billy Graham's sermons...an amazing uplift...

TIME says...
Billy Graham is the best-known, most talked-about Christian leader in the world today. He sincerely considers himself nothing but a tool of God...

We Say
"THE MIGHTY FORTRESS" featuring Billy Graham rates an Academy Award as the most inspiring and informative film produced in 1954.

You'll Say
Billy Graham in "THE MIGHTY FORTRESS" is OVERWHELMING.

2 col. x 10 inches — Ad No. 7

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**ADDENDUM FEATURE**

**Special Billy Graham in The Mighty Fortress**

Billy Graham warns that God is losing patience with sins.

Coronet says...
Billy Graham is a powerful and dedicated man.

McCall's says...
Billy Graham is Christianity's most effective public relations man.

Newsweek says...
Billy Graham is the world's number one preacher.

American says...
Billy Graham is one of the most colorful figures in the present world-wide religious awakening.

2 col. x 3 inches — Ad No. 5
HERALD IS SURE-FIRE TICKET SELLER 
RESULTS OF SURVEY MADE BY TEXAS COMPO 

Eight theatres throughout Texas in different relatively small towns tested a promotion for "THE MIGHTY FORTRESS" featuring Billy Graham with results paying compound dividends in which especially designed heralds exclusively for the purpose were sent to a thousand post office box holders in each community, and an average of 1,866 people came to the theatre as a direct result of the heralds in a three-day period.

The survey revealed that 579 of the 1,866 go to the theatre once a week and 392 attend periodically, which means that 895 people who do not attend the theatre came in response to the mailing of this particular herald.

Based on the admission price in these eight theatres of 40¢, an investment of $39.15 in an attractive dignified herald complete including delivery cost actually earned the theatre $358.00, and probably has started these 895 people attending the motion picture theatre.

The investment cost of $39.15 for the especially designed heralds is broken down as follows: $8.95 for 1,000 heralds; $5.20 for imprinting; $15.00 for distribution to 1,000 post office box holders; and $10.00 for a mailing permit. (This permit may be used for any other mailings in the future, if the exhibitor does not already have the mailing permit.)

Enclosed is the especially designed ticket selling herald which merits every consideration from the exhibitor as a wise investment that will pay compound dividends.

SPECIALY DESIGNED FOUR-PAGE HERALD

Packed with Ticket-selling Copy printed in a Distinctive color combination, Blue and Black. (Sample enclosed) . . . . . $8.95 per 1,000

EXTRA FOR IMPRINTING HERALDS
FIRST 1,000 . . . . . . . $5.20
ADDITIONALS PER 1,000 . . . . . . $2.20

TO THE EXHIBITOR:

We feel that you will do many and varied things to sell "THE MIGHTY FORTRESS" in your usual and successful manner and the suggestions offered herein are for your information and assistance.

You are going to be proud to present "THE MIGHTY FORTRESS". It will please your regular patrons, bring new audiences to your theatre and create a new prestige for you from the entire community.

Sincerely,
The Producer.

SPECIAL CHURCH COUPON

The Special Church Coupon reproduced actual size on the left is printed in Blue on White.

Price including Theatre and Date imprint: Minimum order 3,000 . . . . . $8.65
Additional same imprint, per 1,000, $2.10

ORDER SPECIAL CHURCH COUPONS AND HERALS DIRECT FROM...

NOTICE OUTSTANDING TRAILERS AND SPECIALY DESIGNED ADVERTISING ACCESSORIES ARE AVAILABLE AT YOUR...

NATIONAL SCREEN SERVICE EXCHANGE

Released Through ALLIED ARTISTS EXCHANGE
featuring BILLY GRAHAM

England's TIME & TIDE says...
Mr. Graham has found a way of bringing God to men....

Newsweek says...
Billy Graham is the world's number one preacher.

The American says...
Billy Graham is one of the most colorful figures in the present world-wide religious awakening.

TIME says...
Billy Graham is the best-known, most talked-about Christian leader in the world today. He sincerely considers himself nothing but a tool of God....

"The MIGHTY FORTRESS" featuring BILLY GRAHAM rates an Academy Award as the most interesting and informative film ever produced.

You'll Say BILLY GRAHAM in the "MIGHTY FORTRESS" is OVERWHELMING

LOOK says...
Billy Graham warns that God is losing patience with sins.

Coronet says...
Billy Graham is a powerful and dedicated man.

The Reader's Digest says...
Billy Graham's sermons...an amazing uplift...

Woman's Home Companion says...
Billy Graham believes faith is man's only hope.

An Experience that will live in your heart and mind forever
PLEASE, be sure to tell ten (10) of your friends about...
"The Mighty Fortress"
featuring
BILLY GRAHAM

You'll Walk Proudly...

WHEN YOU'VE SEEN ———
Four Suggested Newspaper Publicity Stories

Westbrook Van Voorhis, co-producer and narrator of the newly-completed Paul Short production, "The Mighty Fortress" featuring Billy Graham which will play at the ................. theatre ................ has for more than two decades been one of the best-known voices in the nation.

Famous to millions of movie-goers and radio-listeners for his memorable "Time Marches On", Van Voorhis' voice so combined authority and drama that his style and quality have achieved a place without equal in modern communications.

"Van", as he is known to his many friends, went into radio as far back as 1927, and within six months became one of the highest-paid announcers in the business.

Of all the radio programs and motion pictures he has helped to produce, he says with obvious pride and sincerity, none has given him greater personal and satisfaction than "The Mighty Fortress", an inspiring story centering around the resurgence of religious faith in the world today.

The film was written by Donald Higgins and edited by David Cazalet, both formerly associated with Van Voorhis at the March of Time for many years.

"The Mighty Fortress" a documentary film featuring Billy Graham, will come to the ................. theatre ............

"The Mighty Fortress" was especially created and produced for motion picture theatre presentation by Paul Short and is narrated by Westbrook Van Voorhis, famed commentator of "The March of Time" series as well as other important radio and television programs.

The film has been given the enthusiastic approval and support of the clergy throughout America as well as Great Britain and the low countries where it will play in all of the leading theatres.

Paul Short's production which will play at the ................. theatre ................ was written by Donald Higgins who has had nineteen years of well rounded experience as a motion picture publicist and writer.

Formerly Chairman of the Editorial Board of the March of Time, Higgins has written more than sixty film scripts including some of the best in the famed news-documentary series seen, until a few years ago, in theatres all over the world.

"The Mighty Fortress", an inspirational production centering around the resurgence of religion in the world today, was prepared from some thirty thousand feet of material shot by several top flight European cameramen.

The picture was co-produced by Paul Short and Westbrook Van Voorhis, who also handled the narration.

The Paul Short feature production, "The Mighty Fortress", featuring Billy Graham, which will play at the ................. theatre ............. was edited by David Cazalet who was for nine years one of the top film editors on the staff of the March of Time.

When the famed news-documentary series ceased operations a few years ago, Cazalet bought March of Time's entire sound effects library and established his own film editing and sound effects service with headquarters in the motion picture district of Times Square, New York.

Cazalet and his staff worked around the clock for four solid weeks in editing "The Mighty Fortress." The film was prepared from some thirty thousand feet of material shot by several topflight European cameramen.