AS RECKLESSLY DARING!
AS GLAMOROUS AND SEDUCTIVE!
...as an Arabian Night's Adventure!

THEODORE DREISER'S

The PRINCE who was a THIEF

color by TECHNicolOR

To thrill you with fresh delight...
THE YEAR'S SENSATIONAL NEW YOUNG STAR DISCOVERIES!

TONY CURTIS
RUGGEDI ROMANTICI TERRIFICI

PIPER LAURIE
EXCITEMENT GIRL OF THE YEAR!

with EVERETT SLOANE • JEFF COREY • PEGGIE CASTLE

Script by GERARD DROXSON ADAMS and AENEAS MACFADENE • Directed by RUDOLPH MATE • Produced by LEONARD COLESTEIN

Based Upon The Story by Theodore Dreiser • A UNIVERSAL INTERNATIONAL PICTURE

THEATRE

Ad Mat No. 401 — 600 Lines — 11" x 4 col.
THE RECKLESS DARING!
THE GLAMOROUS
EXCITEMENT!

...of an
Arabian
Night’s
Adventures!

THEODORE DREISER'S

The Prince
who was
a THIEF

color by
Technicolor

THE YEAR'S
SENSATIONAL
NEW YOUNG
DISCOVERIES,

TONY CURTIS
Piper Laurie

AS RECKLESSLY DARING!
AS GLAMOROUS AND
SEDUCTIVE!

...as an
Arabian
Night's
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with EVERETT SLOANE - JEFF COREY - PEGGIE CASTLE

THEODOROE DREISER'S

The Prince
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THE YEAR'S
SENSATIONAL
NEW YOUNG STAR
DISCOVERIES.

TONY CURTIS - PIPER LAURIE

as EVELRET SLOANE - JEFF COREY - PEGGIE CASTLE

Ad Mat No. 201 — 28 Lines — 1” x 2 Col.

Ad Mat No. 204 — 150 Lines — 5½” x 2 Col.

Ad Mat No. 204 — 28 Lines — 1” x 2 Col.

Ad Mat No. 101 — 14 Lines 1” x 1 Col.
As Recklessly Daring! As Glamorous and Seductive!

...as an ARABIAN NIGHTS ADVENTURE!

THEODORE DREISER'S
The PRINCE who was a THIEF
COLOR BY TECHNICOLOR

THE YEAR'S SENSATIONAL NEW YOUNG DISCOVERIES...

TONY CURTIS PIPER LAURIE
co-stared in answer to your overwhelming requests!

with EVERETT SLOANE • JEFF COREY • PEGGIE CASTLE

THEATRE
MAT No. 301
Ad Mat No. 301 — 300 Lines — 7½" x 3 Col.

As recklessly Daring...as an Arabian Nights Adventure!

THEODORE DREISER'S
The PRINCE who was a THIEF
COLOR BY TECHNICOLOR

THE YEAR'S SENSATIONAL NEW YOUNG DISCOVERIES...

TONY CURTIS PIPER LAURIE
co-stared in answer to your overwhelming requests!

with EVERETT SLOANE • JEFF COREY • PEGGIE CASTLE

A UNIVERSAL-INTERNATIONAL PICTURE
THEATRE
MAT No. 202
Ad Mat No. 202 — 74 Lines — 3½" x 2 Col.
SPECIAL ADVERTISING STILLS

Seven 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.

FREE—ONE MINUTE TEASER TRAILER

Be sure and use this first, before your regular trailer. It's one minute in length and the material builds the general expectancy with which you want to surround your playdate on "PRINCE WHO WAS A THIEF." Order this sock teaser trailer from your UNIVERSAL-INTERNATIONAL EXCHANGE.
Film Director Handles Star Pair Tenderly

(Current)

Director Rudolph Mate was known as "the man with the kid gloves" at Universal-International. Among the films the Technicolor "The Prince Who Was A Thief," starring Tony Curtis and Piper Laurie, was a spectacular success. Here he is shown at the premiere showing of his new film and now showing at the Theatre.

Mr. Mate actually didn't wear kid gloves but used them figuratively as he guided the talented Tony Curtis and Miss Laurie in their first starring roles. "The Prince Who Was A Thief" is a swashbuckling Technicolor film made in the 15th Century and depicting the life of the famous British hero. In this first prince raised by thieves and the pretty little street urchin who falls to them. Studio executives took the gamble of starring the screen newcomers after they had been swapped with thousands of letters from movie fans and theatre exhibitors requesting new screen personalities.

And it was the responsibility of Rudolph Mate to see that the new stars were given the best opportunity to display their talent as they made their screen start in the "star" category. The cool kids were as cool as could be. Tony Curtis looks strikingly like his father, the late Bing Crosby, and his "star" role and his "star" name. Miss Laurie, "bald of mouth," is really a girl with a lot of heart and determination. In all respects but one, Mate treated them practically as seasoned starring veterans. He drew the line, however, at letting the young stars see the daily "dailies" feeling that they would find mistakes and mix-ups in their work and would be misguided in their subsequent efforts. "The Prince Who Was A Thief" was produced by Leo Greensdale.

Newcomers Starrred In Dreiser Story

Universal-International's Technicolor "The Prince Who Was A Thief," directed by Theodore Dreiser, is a short story film, starring Tony Curtis and Piper Laurie. The young stars play the lead roles in the Technicolor "new" screen version now showing at the Theatre.

Piper Tackles Bruising Role

(Avance)

As far as Piper Laurie is concerned, film stardom is just a prelude to the role of Universal-International's "The Prince Who Was A Thief." Piper plays the lead in the Technicolor "new" version now showing at the Theatre.

Tony Curtis, another screen newcomer, is a breath of fresh air to stardom playing the film's title role opposite Miss Laurie. Piper had a comparatively easy time in her role as "The Milkman," but things were different in "The Prince Who Was A Thief." First of all, the red-haired Piper was drenched in a sea of water by leading-man Curtis, she followed him down a 15 story building and man over her shoulder with a jug of water. "Fortunately," Piper continued her role by being chased through the streets of Tanger by a 150-pound donkey on the final day of shooting was made by five busy hussies who tried to give her a bath. "The Prince Who Was A Thief" was produced by Leon Goldstein and directed by Rudolph Mate.

Curtis Reveals Star Treatment

Stardom, which came to Tony Curtis when Universal-International handed him the title role in the Technicolor "The Prince Who Was A Thief," now showing at the Theatre, has a strange meaning to the handsome lad from the Bronx. "The Prince Who Was A Thief" is a swashbuckling Technicolor film adapted from the screen for a Theodore Dreiser story and also stars Piper Laurie, a red-haired screen newcomer elevated to stardom along with Curtis.

"My life is typical," Tony explains Tony. "I'll be able to live in the manner to which I became accustomed on my first film."

When young Curtis, signed a long-term contract with Universal-International, he was left behind at home. He arrived in Hollywood some months ago, he was met by a smiling black limousine and whisked to a swank hotel. The starlet continued her role by being chased through the streets of Tanger by a 150-pound donkey on the final day of shooting was made by five busy hussies who tried to give her a bath. "The Prince Who Was A Thief" was produced by Leon Goldstein and directed by Rudolph Mate.

"Those were the days," Curtis recalls, "or, rather, that was the first day. I've never been able to afford it since." "The Prince Who Was A Thief" was produced by Leonard Goldstein and directed by Rudolph Mate.
Exploiting UI's exciting NEW Star Team

IT IS IMPORTANT TO SELL THE YOUNG PEOPLE!

APPLAUSE for new stars may be rated in terms of fan magazine recognition and fan mail received at the studio. Both advance barometers of box-office value have indicated the tremendous acceptance of Piper Laurie and Tony Curtis by the legion of movie-going young people. On the basis of this solid endorsement, U.I. releases these two bright newcomers to full-fledged stardom. In laying out the strategy of your campaign therefore, consider every possible channel that will carry your announcement concerning this picture to the eyes and ears of teen-agers everywhere. Are there any teen-age radio or TV programs that can hook up with it? Sell them to community and meet Hollywood's new stars, Piper and Tony. Are there any teen-age clubs in town? Get them to attend on mass as a special "teen-age night." Get signs in drug stores, soda shops, restaurants and record shops. Since the screenplay is based on one of Theodore Dreiser's stories, try to post an announcement in your public library. High schools, a natural medium for teen-age promotion, should be taken advantage of by exhibitors who book the picture after the summer holidays are over.

🌟 TEEN-AGE REVIEWS

Try selling to the newspaper the idea of letting a teen-age reviewer take this picture in a column right alongside the regular review. If the amusement editor has any teen-age children, let them do the job of reviewing the picture from a teen-age viewpoint. Otherwise, any teen-ager will do.

You might even turn it into a "teen-age reviewer's contest," with prizes for the best reviews which are ultimately published in the paper.

(patron recordings in your lobby)

Promote the use of a wire recorder in your lobby. Announce on your screen and in your lobby the fact that the Daily News wishes to record teen-age opinions concerning "The Prince Who Was A Thief" and its new stars. As patrons go out, have ushers invite them to step over to the wire recorder and give an on-the-spot off-the-cuff review. You might post prizes to rile best spontaneous reviewers or opinions and you can make the whole idea more effective if the newspaper's motion picture critic M.C.'s the whole deal, after which the wire recordings should be edited for planting as a special feature over the air.

The Treasure Chest of "The Prince Who Was A Thief"

Have the sign shop get an old trunk and convert it into an oriental looking 'treasure chest.' The chest is filled with valuable merchandise promoted from a number of merchants tied in to the deal. Merchants announce in ads and window displays that the locked treasure chest of "The Prince Who Was A Thief" will be on display in your lobby and the secret contents presented as gifts on opening night of the picture. Merchants add clues concerning their contributions to the chest. Entire idea can be tied in with a newspaper with readers invited to guess the contents of the chest and those whose guesses come nearest to actual contents of the trunk, get the prizes.

LIVE SHADOW DANCER IN STORE WINDOW

This stunt, as simple or elaborate as you care to make it, offers the opportunity of building a "second lobby" in another part of town.

The deal requires use of a vacant store, preferably on a busy thoroughfare. Have the sign shop make a masking piece to fit the front window. Paint the masking piece with scenery that is suggestive of "THE PRINCE WHO WAS A THIEF." Get away the center portion of the masking piece and tack a bed sheet across this opening (giving the appearance of a motion picture screen). A girl in veil and tights dances at stated intervals in the store window, behind the screen. A strong light spotlighted behind the girl throws her dancing shadow on the screen. Accompanying sign announces the "next time of performance for the slave girl from THE PRINCE WHO WAS A THIEF." Add a phonograph inside the store with suitable oriental platters and attached to a loud speaker on the outside of the window.

PROMOTION OF VEILINGS

Since veils are popular again on women's hats, perhaps your department store would go for a window that suggests the "oriental mystery of the veiled face," etc.

A practical old-time stunt is to build a small set piece in the center of the store's window. Two, stills particularly well adapted to this purpose are used in the lobby set piece, illustrated on this page (Stills No. 84 and 114, showing the reclining figure of People's Castle and 31AD, showing the portrait of Tony Curtis). Get some lengths of scarlet or veiling and drape them in front of the set piece. The set piece is lighted so that it shows (not too clearly) behind the veil.

PEARL TIE-UPS

Since the "Sacred Pink Pearl of Patina" plays such an important role in this picture, it will be appropriate to tie in any promotional activity that has to do with pearls. Bear in mind the several brands of nationally advertised artificial pearls that are on the market and if there is a wholesale distributor in town, have a talk with him, or go directly to your most promotional-minded jeweller for possible odds and a "pearl window." Note Still 21AD, illustrated here, which features the special pearl headress, worn by Tony Curtis, and the necklace with pearl pendants designed by Piper Laurie. Order this still from U.I.'s Exploitation Department, 445 Park Avenue, New York.

You might consider the possibilities of a "pearl hunt," inspired by "The Prince Who Was A Thief" and involving a number of strands of imitation pearls promoted as prizes. These pearls are "hidd- en" in various locations around the city and clues to their whereabouts are carried daily in the newspaper. Clues get "hotter and hotter" as the "hunt" comes to a close. The "pearl hunt" idea has been successfully announced by merchants in a page of cooperative ads with "clues" carried in each ad.

Costume Jewelry Windows

Still No. 21AD. (Illustrated under "Pearl Tie-ups") as well as other stills in your regular exchange set, suggest the basis for tie-ups with costume jewelry. Try your department store on the idea of a promotion devoted to jewelry with oriental motifs "as inspired by THE Prince Who Was A Thief." Advertising slant is that more and more teen-age girls go in for costume jewelry.

Lobby Set-Piece

The set piece illustrated here is made up of six stills, which can be ordered from U.I.'s exploitation department, 445 Park Avenue, New York. They are Still Nos. 2AD, 4AD, 5AD, 8AD, 31AD and 23AD.

Row up the central figure of Tony Curtis to once and a half life-size, with other blow-ups in proportion as indicated in the accompanying sketch.

FREE RADIO TRANSCRIPTION COMBINATION

PIPER LAURIE - CURTIS PERSONAL INTERVIEW RECORD

A five minute spot platter containing a double feature interview with both stars, which you can plant with radio commentators and programs devoted to movie chatter. Announcer's script supplied with each platter.

ORDER FROM RADIO DEPARTMENT, UNIVERSAL-INTERNATIONAL STUDIOS, UNIVERSAL CITY, CALIFORNIA.
POSTERS

AS RECKLESSLY DARING AS AN ARABIAN NIGHT'S ADVENTURE!
THEODORE DREISER'S

The PRINCE who was a THIEF

Three Sensational NEW Young Stars
TONY CURTIS - PIPER LAURIE
EVEN RICHARD ZECK

24 SHEET IN FULL COLOR

THREE SHEET

SIX SHEET

ONE SHEET

COLOR-GLOSS PHOTOS
Give your lobby that Technicolor brilliancy with the set of ten 8 x 10 color-gloss stills especially prepared for "THE PRINCE WHO WAS A THIEF." Order them from your local NATIONAL SCREEN SERVICE BRANCH.

ACCESSORIES

THEATRE IMPRINT

Style A
TWO 22 x 28's
Style B
ADDED ATTRACTION

WINDOW CARD

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

INSIDE SPREAD

Cover

INSERT (14 x 36)

The Prince who was a Thief

Always available to trade for Technicolor titles, get these and scene mats from your local National Screen Service Exchange.