MYSTERY EXPLOSIONS AT THE POLE!
Boundless Thrills in the Frozen North

COLUMBIA PICTURES presents

RED SNOW

starring
GUY MADISON with Ray Mala - Carole Mathews
Gloria Saunders - Robert Peyton

Screen Play by TOM HUBBARD
and ORVILLE H. HAMPTON - Produced by BORIS L. PETROFF
Directed by BORIS L. PETROFF and HARRY S. FRANKLIN

INTRIGUE!
ROMANCE!
sUSPENSE!
ACTION!
ADVENTURE!
SPECTACLE!

YOU HAVE 'EM ALL IN 'RED SNOW!'

Copyright 1952 Columbia Pictures Corp.
Blasts Shake Polar Frontier

In Red Snow' Arctic Drama

(Review)

"Red Snow" yesterday held its audience at the . . . Theatre in an absorbed spell with its startling tale of mystery探险 on our polar frontier. Three years in the making, this suspenseful Columbia picture is a splendid tribute to the courageous flyers and Eskimo scouts of the army's Alaskan Air Command whose constant vigilance helps maintain our northernmost frontier. 

In a region where nature rage with a bitter, relentless fury, "Red Snow" depicts the mysterious phenomena of polar explosions and the desperate mission of Eskimo scouts seeking to uncover the secret of an enemy invasion at the pole. Against them, "Red Snow" background of frozen tundra and strange Arctic explosions is played the dramatic story of the Eskimo scout who defies both nature and the enemy to win a desperate battle for love and survival.

Guy Madison stars in "Red Snow" as a flight lieutenant also seeking the key to the mysterious polar explosions. When his Eskimo friends are trapped on treacherous ice-flowers, Madison's daring C-47 rescue, played with vigour and dignity, is one of the movie's most memorable. Lovely Carole Mathews, as an army nurse in love with Madison, turns in an attractively fine performance in an important featured role.

Ray Mala is a fortunate choice for the forceful role of Sgt. Koosuk, the Eskimo scout. Mala's Eskimo birth and background add convincing realism to a part which would be impossible to fill by any actor foreign to the arctic's ice-bound wilderness. Carole Mathews as the Eskimo sweetheart, brings to the film a melting beauty that has a freshly warm appeal in this drama of the ice-bound North.

But nature itself is the one partner in "Red Snow" which constantly steals scene after scene with force, lurid cruelty and mysterious silence. The barren Arctic wastes, ravaging ice floes and polar beasts are all filmed in unforgettable thrilling sessions of structure and magnificent reality and wild beauty to the film.

Producing director Boris L. Petroff is to be commended for the film's authentic treatment and dramatic realism. Harry S. Franklin also directed. Tom Hubbard and Orville H. Hampton wrote the screenplay for "Red Snow."

Polar Bear Hunts

"Red Snow" Hunters

One of the wildest polar bear chases in history was made by the members of the expedition which filmed scenes for Columbia Pictures' "Red Snow." The eerie adventures that centers around mysterious polar explosions, and the army Alaskan Air Command's attempts to uncover the secret behind these strange phenomena. The film crew for "Red Snow," which stars Guy Madison at the . . . Theatre, was on Alaskan location when a hunt was organized to photograph a polar bear on its own ground. Covering 400 miles of frozen terrain without success, the Eskimos and production men turned back, only to discover in the further that another polar was now tracking them! The animal killed two dogs before it was dropped. It was Ray Mala, the Eskimo actor featured in "Red Snow," whose bullet penetrated the bear's heart.

"Red Snow" Rough Go

Filming "Red Snow," the new Columbia picture set in arctic Alaska, proved to be a job full of headaches and narrow escapes. Now at the . . . Theatre with Guy Madison starred, "Red Snow" was three years in the making, requiring several hundred thousand feet of background "shots" that include the vast barren ice-fields, blinding snowstorms, Eskimo customs, a walrus hunt, and a polar bear attack.

ALASKAN AIRMAN GUY MADISON learns to throw a harpoon in "Red Snow," Columbia Pictures' new arctic adventure drama at the . . . Theatre. Ray Mala is featured as an Eskimo scout in the U.S. army.

Mystery Bombs at Pole

Depicted In 'Red Snow'

(General Advance)

Columbia Pictures' "Red Snow," starring Guy Madison and featuring Ray Mala, Carole Mathews, Gloria Saunders and Robert Peyton, opens at the . . . Theatre. An arctic drama of the Alaskan Air Command's flyers and Eskimo scouts who seek the key to the mysterious polar explosions, "Red Snow" presents Mala as a flight lieutenant sent on a desperate mission through Alaskan air-lanes. "Red Snow" starts with the army's discovery of strange lights in the Northern sky. An Eskimo scout is sent on secret orders to his Alaskan tribe, inhabitants of the island in the center of the mysterious polar activity. Meanwhile, the army flyers undertake daily missions through arctic air-lanes, seeking clues to the continuing polar explosions. Keeping check on his Eskimo friends below, Madison learns that they must evacuate.

Startled Eskimos

See Painted Snow

Pink snow perplexed many an Alaskan Eskimo in Columbia Pictures' "Red Snow," starring Guy Madison, at the . . . Theatre. In filming "Red Snow," producer Boris L. Petroff had his Alaskan locations sprayed with red paint from an air machine, tinting snow and igloos with a beautiful rose-colored hue, to the alarm and amazement of the native cast. The snow-coloring was necessary to prevent strong sun reflection, dangerous to photography.

'Red Snow' Drama

Of Polar Frontier

Columbia Pictures' "Red Snow," starring Guy Madison and featuring Ray Mala, Carole Mathews, Gloria Saunders and Robert Peyton, opens at the . . . Theatre. This arctic drama, which centers around mysterious explosions beyond our northern frontier, was three years in the making. Written for the screen by Tom Hubbard and Orville H. Hampton, the film was produced by Boris L. Petroff, directed by Petroff and Harry S. Franklin.

'Red Snow' Returns

Eskimo to Alaska

Ray Mala, featured in Columbia Pictures' "Red Snow," an arctic drama of mysterious explosions beyond our polar frontier, at the . . . Theatre, literally was born for his new part. Mala's birthplace was the Land of the Midnight Sun, in the very region depicted in the film. Mala spent most of his youth hunting and fishing, ranging widely throughout the North American arctic, and gaining the toughness of body and wisdom of the wild which proves invaluable assets for his role in "Red Snow." As Koosuk, the courageous army Eskimo scout, Mala is sent on a dangerous mission to uncover the secret behind the mysterious arctic phenomena. "Red Snow" returned Mala to his native Alaska where he enjoys hunting polar game.

Her 'Eyes Have It'

Leading fashion photographers agree that Gloria Saunders, featured in support of Guy Madison in Columbia Pictures' "Red Snow," at the . . . Theatre, has the most photogenic eyes they've ever seen on any actress. Combined with high cheek bones and softly chiseled features, Miss Saunders has the type of face that photographers well from any angle. She has modeled highly-styled fashions as a prominent socialite, can make a quick change to the cafe society look, or add a touch of make-up and appear as a lovely Eskimo, as she does in "Red Snow."

Guy Madison Stars

As Arctic Airmail

As the young man who came to a Hollywood broadcast and stayed for a career, Guy Madison's good luck story is a film industry classic. But it took more than good luck and good looks to keep Madison in pictures. He backed up his good looks with consistent strong performances, adding another fine role to the list with his starring part in Columbia Pictures' "Red Snow," at the . . . Theatre.

In "Red Snow," an arctic adventure drama of mystery explosions beyond our polar frontier, Guy portrays an Eskimo pilot in the Alaskan Air Command.

Appearing in featured support of Mala in "Red Snow" are Ray Mala, Carole Mathews, Gloria Saunders, and Robert Peyton. The film was written for the screen by Tom Hubbard and Orville H. Hampton, produced by Boris L. Petroff and directed by Petroff and Harry S. Franklin.

'Red Snow' Heroine

Jill-of-All-Trades

Carole Mathews, featured opposite star Guy Madison in Columbia Pictures' "Red Snow," at the . . . Theatre, was the first woman disc-jockey on radio. After twenty-six weeks with her own program over WGN in Chicago, Miss Mathews tried Hollywood, and clicked. Her career as a dancer, violinist, TV star, and motion picture actress has taken her all over the world, and into every corner of the country. But it was in Hollywood that the versatile Miss Mathews established something of a record by making ten films in ten months.
MYSTERY EXPLOSIONS ON OUR POLAR FRONTIER!

Boundless Thrills in the Frozen North!

COLUMBIA PICTURES presents

RED SNOW

starring GUY MADISON

with Ray Mala - Carole Mathews - Gloria Saunders - Robert Peyton

Screen Play by
TOM HUBBARD and ORVILLE R. HAMPTON
Produced by
BORIS L. PETFORD
Directed by
BORBIS L. PETROFF and HARRY S. FRANKLIN

363-Line Ad Mat No. 303—3 Cols. x 121 Lines
IMPORTANT!

Be sure to see 495-Line Ad Mat No. 501 (5 Cols. x 99 Lines) shown on the front cover of this pressbook.
CAST

Lieut. Johnson ........................................ Guy Madison
Sgt. Koovak ........................................ Ray Mala
Lieut. June ........................................ Carole Mathews
Alak ..................................................... Gloria Saunders
Major Bennett ........................................ Robert Peyton
Alex .................................................... John Bryant
Ela ...................................................... Richard Vath
Taglu ..................................................... Philip Ahn
Cpl. Sasin ........................................... Tony Benoy
Capt. MacLoedin ...................................... Gordon Barnes
Commisar Volgan ................................... Gene Roth
Major Duboff ......................................... Muriel Maddox
Chief Nunu ........................................... Robert Bice
Sgt. Koops ........................................... Renny McEvoy
Riggs .................................................. Bert Arnold
Stone .................................................... Richard Emory
Long ..................................................... Richard Pinner
Major Slavin .......................................... George Pembroke
General ............................................... Robert Carson
Kreshek ................................................ William Fletcher
Russian Officer ..................................... Richard Barron

CREDITS

Written for the Screen by Tom Hubbard and Orville H. Hampton; Directed by Boris L. Petroff and Harry S. Franklin; Assistant Director, Leonard J. Shapiro; Director of Photography, Paul Ivano, A.S.C.; Art Director, Daniel Hall; Film Editor, Merrill White, A.C.E.; Associate Editor, Albert Shaff; Sound Editor, Bruce Schoengarth; Technical Director, Bernard Stanley; Sound, Earl J. Snyder; Make-up by Harry Thomas; Dialogue Director, Lawrence Moore; Associate Producer, G. William Perkins; Produced by Boris L. Petroff. A Columbia Picture.

STORY

(Not for Publication)

Sgt. Koovak (Ray Mala) of the Alaskan Air Command, sent to investigate mysterious lights emanating from an island inhabited by his Eskimo tribe, takes time out from his mission to marry Alak (Gloria Saunders). The mysterious lights continue, and the Eskimos start a desperate trek to safety. Lt. Johnson (Guy Madison), flying the arctic air-lanes in a further attempt to solve the strange light phenomenon, spots Koovak and his people adrift on treacherous ice-floes. While he is effecting a rescue, an enemy plane smashes into the ice, and is destroyed in a mysterious explosion. However, Koovak is able to learn the secret of its deadly cargo. He is promoted and Lt. Johnson returns to Lt. Jane (Carole Mathews), army nurse.

OFFICIAL BILLING

COLUMBIA PICTURES ................................ 25%
RED SNOW ........................................... 100%
GUY MADISON ......................................... 50%

with
Ray Mala ........................................... Carole Mathews
Gloria Saunders ................................ Robert Peyton

Screen Play by TOM HUBBARD and ORVILLE H. HAMPTON ................................ 15%
Produced by BORIS L. PETROFF ................................ 15%
Directed by BORIS L. PETROFF ................................ 15%
‘RED SNOW’ OUT FRONT MAKES REAL STOPPER!

A surefire attention-getter, shown at right, can be the out-front display illustrated here, using ordinary dry ice onto which has been spilled some red ink or other red-tinted liquid. Accompanying poster should be red-lettered, and stills might be added for additional effectiveness. Dry ice, appropriately tinted, is placed in large fishbowl. The clouds of vapor rising from the “red snow” are certain to stop and hold passers-by, and can make an invaluable word-of-mouth item. Plant displays of this kind in store windows, with posters giving full credits.

RED SNOW SUNDAAE

Ask your local ice cream parlors to feature a special Red Snow Sundae, made with strawberry ices and other ingredients. Provide them with colorful posters which can read: “For a Special Treat, Try Our Red Snow Sundae! For a Special Picture, See ‘Red Snow’ at the State Theatre Friday!”

‘SEE’ BOARD

Use a “See” Board in your lobby or out front to highlight the startling adventure and arctic savagery of “Red Snow.” Include the following stills and copy:

SEE!! Mystery explosions on our polar frontier! [Still No. 74]
SEE!! The desperate mission across crumbling ice! [Still No. 33]
SEE!! Eskimo scouts on the north’s strangest adventure! [Still No. 63]
SEE!! Boundless thrills in the ice-bound north! [Still No. 62]
SEE!! Invaders at the North Pole! [Still No. 58]
SEE!! Strange lights in the Northern sky! [Still No. 70]

STREET BALLY

Dress a man in Eskimo garb (see stills from the picture) and send him through main streets of your town leading a huge Eskimo dog. Dog’s blanket sign might read: “We’re On Our Way to Join Guy Madison in the North’s Strangest Adventure...Red Snow...at the State Theatre.”

GET TOWN’S LEADERS TO SPECIAL SCREENING

Stimulate interest in “Red Snow” by holding a special screening for civic groups and leaders of your community. Parent Teachers Association, members of your school board, Civilian Defense groups, National Guardsmen, army, navy and veteran personnel, and Boy Scout leaders. Once picture has been screened, work out as detailed a program of activity as possible, mutually beneficial to your playdate and to the organizations involved. The following are just a few of the many things which might be done; your “special screening” audience probably will have numerous other suggestions:

1. Have them tell their friends and family about “Red Snow.”
2. Obtain interviews from town leaders, former members of the Alaskan Air Command, or men who were stationed in Alaska. Place these interviews in local papers.
3. Arrange for a community essay contest for school children, or a school-sponsored oratory contest based upon the theme of “Red Snow,” winners to receive guest tickets or promoted prizes.
4. Spread the message of “Red Snow” via radio announcements, or a radio panel discussion of the film and its theme.
5. Ask your school and town librarians to set up special book displays on Alaska or the North.
6. Supply the libraries with bookmarks imprinted with full “Red Snow” playdate and theatre credits. These should list books about Alaska and Eskimos.
7. Interest scout leaders and arts and crafts teachers in having their youngsters compete for promoted prizes by submitting models or drawings on any theme or subject in “Red Snow.”

ARCTIC DISPLAY

An eye-catching, lively lobby display can easily be worked up around an arctic motif. Set up a pup tent which can be illuminated from inside by orange or yellow lights. Around and against the tent place interesting items used in the arctic regions: snowshoes, rifles, skis, kerosene lanterns, mess kits, etc. With local furrier cooperation, add stuffed animals and fur pieces. A bear skin or polar bear rug would provide a colorful backdrop upon which you can place full picture credits and playdate, and heighten the overall effect with “Red Snow” stills. Red confetti, or artificial snow, can be spread around the tent to add the final artistic touch to the display.

RADIO SPOTS

Plant the following radio spots immediately before or after adventure and mystery programs.

15 SECONDS: Enemy planes with deadly cargo! A mysterious light in the sky! A wedding night six months long! These are the strange thrills which can be found in Columbia Pictures’ “Red Snow,” starring Guy Madison at the . . . Theatre on . . . For boundless thrills in the ice-bound north, see “Red Snow!”

30 SECONDS: Enemy bombs at the North Pole! Enemy plane with a deadly cargo! Our Eskimo scouts take off on a desperate adventure across crumbling ice in “Red Snow,” the new Columbia picture opening at the . . . Theatre, For arctic thrills, see “Red Snow!” For the fascinating fury of the frozen North, see “Red Snow!” For savage excitement and spectacle, see “Red Snow!” Guy Madison stars in “Red Snow,” the Columbia picture at the . . . Theatre on . . . Don’t miss “Red Snow.”
POSTERS

ADDITIONAL ACCESSORIES

- Eight 11 x 14's.
- Insert Card.
- 22 x 28 (Slide same design).
- 4 special still sets: 1) set of 25 flat stills; 2) set of 15 up-rights; 3) publicity-exploitation set (stills used for scene mats and in exploitation campaign); 4) art set (photo reproductions of key art used in advertisements and posters).
- Specialty displays prepared by National Screen Service including a 40"x60", a 30"x40", a 24"x82" and a 24"x60".
- Trailer.

ORDER ALL ACCESSORIES FROM NATIONAL SCREEN SERVICE